SALES & MARKETING MANAGEMENT

DECEMBER 1989
A BILL PUBLICATION
THREE DOLLARS

COMPETITIVE INTELLIGENCE

Your best source is your sales force. But how do you get them to give you what you need?

ASPIRATIONS
"Prospects Look Something Like People"

AUTOMATION
Our Annual Directory Of PC-Based Software

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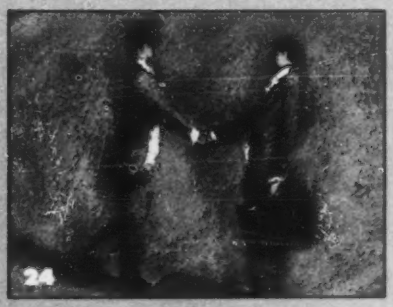
SALES & MARKETING MANAGEMENT



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EDITOR'S SIDE POCKET

FINAL INNINGS

Last issue of the decade. As if joined in some primal lockstep, editorialists feel compelled to look ahead, to talk in terms of turning points, critical masses, watersheds. Not me? You bet, me. Point of departure for today's lesson: the comment by a business futurist that now we have only 3% of the information that will be available to us in 20 years.

For him this was great news. For me just the opposite—a chilling prospect. Everybody seems to think that more information (like more education) will solve all our problems. But, dammit, we have too much information already. Forget about computer data banks for the moment. Just think about magazines. How many do you read? How many would you like to read? How many will you never have time for? In a sense, I'm a professional reader, yet there's a three-foot pile of magazines in my office. Like a faithful composter, I turn it over now and then, and skim tables of contents at least, but the pile never gets any smaller. I've come to accept this as a condition of my working life.

Some years ago, a group of us made a comprehensive proposal for a new magazine to the CEO of a billion-dollar corporation. He waved aside the inch-thick book containing the editorial rationale, advertising projections, financial pro formas, etc. "I never read anything longer than two pages," he said. Back then I attributed his remark to executive arrogance. Now I understand better. The poor guy was so overwhelmed by paper that he couldn't manage more than two pages at a shot. This is why many top-level executives—at least before economic forces skeletonized headquarters staffs—had "professional readers" prepare Executive Summaries for them.

Now they're talking about hi-tech solutions for this problem of information overload. One was mentioned recently in a newsletter called *Executive Trend Watch.* (This publication charts the sheer quantity of coverage the national media give various topical subjects.) Said *ETW:* "Not since Gutenberg printed with movable type has any innovation in publishing so fundamentally threatened the way people work with information [as] . . . computerized documentation." Nothing like a bit of understatement to get your attention, eh?

In explaining this concept, *ETW* says, "Already one adaptation threatens to dwarf all others—a 'thinking' computer that guides the reader to consumer material according to his interest rather than the way the author presents it."

The newsletter concedes that a few things will be lost by the process—"literary values, creativity, nuances, other people's ideas, to name a few."

If all you want is acres of information, then indeed such "literary" elements are marginal. But there's something that cuts deeper here: the misapprehension that we are yawning maws with a never-ending appetite for information and an infinite capacity to digest it. I think people are closer to crying "Too much already" than "More, more."

Do such curmudgeonly thoughts qualify me for the Flat Earth Society? Actually, those guys may have something. Think of how much stuff they *don't* have to read to keep their perspective.

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DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE

S&MM's sixth annual directory lists in sequence: (1) vendor's name; (2) title of software package; (3) explanation of functions; (4) required memory; (5) price; (6) necessary computer models/operating systems; (7) network compatibility; (8) availability/cost of demo disk; (9) number of units sold/age of package; (10) accessibility/cost of in-person training; (11) availability/cost of telephone assistance program.

Once you've chosen the software packages that fit your company's needs, you can find out how to buy or test them by checking the Vendor Directory (see page 86). In your selection process, consider the following:

First, when you call the vendor, ask for demo disks or evaluation copies, which will show how the software works and often allow you to enter your own data.

Second, ask for the names of at least three customers, preferably those in sales or marketing. By talking to them, you will get a better idea of the software's overall performance.

(Note: The descriptive information contained here is provided by the vendors; therefore *Sales & Marketing Management* has no way of guaranteeing the accuracy of this information.)

Researched by Thayer Taylor, Bristol Voss, and Barbara Guthrie.

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
ACCOUNT MANAGEMENT										
Automated Micro	Norma AIM: Account Information Manager†	For account-oriented salespeople; tickler, notecards, report writing, labels, letter merge, auto-dial.	512K	$159	IBM PC and comp.; DOS 2.0+	No	Yes/$15	New	No	Yes/free
Brock Control Systems	Brock Activity Manager Series (BAM)†	Integrated system supports telemarketing, customer support/analysis, sales and marketing; customized individual applications.	2MB	$6,300	AT&T, NCR Tower, IBM PC-RT, Compaq 386	All major	No	300+/ 4 years	Yes/on-off-site, fees	Yes/free, unlimited
Caddylak Systems	Make Contact	Electronic master file for client tracking; mailings, labels, auto-dial, reports, form letters.	512K	$59.95	IBM PC and comp.; DOS 2.0+	No	No	1,000/ 2 years	No/tutorial	Yes/free, unlimited
Caddylak Systems	Sales Magic†	Controls, plans, organizes sales activities; tracks prospects and customers; monitors contracts, sales records; reports.	320K	$99.95	IBM PC and comp.; DOS 2.0+	No	No	2,000-3,000/ 2 years	No/tutorial	Yes/free, unlimited
Champaigne Systems	PC Dossiers†	Tracks, sorts, and profiles clients; mass mailings; follow-up calls.	128K	$245	IBM PC and comp.; DOS 2.2+	No	No/guarantee	2,500/ 3.5 years	Yes/on-site, fees	Yes/free, unlimited
Chang Laboratories	C•A•T III	Relational database for business contacts; tracks clients, activities, time; word processor; automated letters and forms.	512K (hard disk)	$399.95	Mac, MOS	All MAC comp.	Yes/$15	15,000/ 2 years	Yes/on-site fees	Yes/90 days free, $75/year
Computer Strategies	Organizing for Successful Selling	For individual salespeople to organize all client and account data.	128K	$49.95	IBM PC and comp.; MS DOS	No	No	500+/ 3-5 years	No/manual	Yes/free, unlimited
DAC Software	Lucid 3-D†	3-D spreadsheet with graphics for account managers.	256K	$99.95	IBM PC and comp.; DOS 2.0+	No	No	30,000/ 1 year	No	Yes/contract
Datanetics	dataTRAC†	Relational database for direct mail, telemarketing, lead tracking, account management.	512K (hard disk)	$3,495-$15,995	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	30+/ 2 years	Yes/on-site, fees	Yes/6 months free
EMIS Software	EMIS ††	Sales and marketing software for account and prospect management; letters, sales reports, envelopes, mail merge.	512K (hard disk)	$695 & up	IBM PC and comp.; DOS 3.1+	Novell, 3Com, PCNet, Banyan	Yes/ free; evaluation/$50	1,250+/ 2 years	Yes/on-off-site, fees	Yes/contract
Esprit Software Technology	SELLSTAR!-AT†	Sales productivity using artificial intelligence; account territory management and strategy.	640K	$495	IBM PC and comp.; DOS 2.1+	No	Yes/free	100+/ 2 years	No	Yes/90 days free
Information Managers	Contact and Facts Address Book	Keeps track of people, addresses, notes; electronic Rolodex.	512K	$39.95	IBM PC and comp.; DOS 2.1+	No	Yes/free	400+/ 3 years	No	Yes/free, unlimited
JEB Systems	Marketing Management System/Plus†	Marketing and sales automation, direct marketing, lead tracking, telemarketing, lead analysis, sales forecasting, sales analysis.	256K	$995-$15,000	Digital PC-, MS DOS	All major	No/dial-in	1,300/ 9 years	Yes/on-site, fee	Yes/maintenance agreement
Laptop Express	Quota Maker†	Sales prospecting and marketing system; tickler, labels, Rolodex, Word Perfect.	512K	$495	IBM PC and comp.; DOS 2.0+	No	Yes/free	375/ 6 years	Yes/off-site, fee	Yes/free, unlimited
Lowell Corp.	Prosell†	Automated time/account management.	640K	$795	IBM PC and comp.; laptops; MS DOS 3.0+	Banyan, Novell, 3Com	Yes/free	30/1 year	Yes/on-site, fees	Yes/contract

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN. MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/LIFE	TRAIN.	PHONE
Management Software	PC Briefcase Client & Business Activity Manager	Maintains thousands of client information records; to-do lists, calendar, auto-dialer, tickler file, mailing lists, quota tracking; T&E system.	256K	$55	IBM PC and comp.; MS DOS	All major	Yes/$20	550/1 year	No/ manual	Yes/free, unlimited
Management Software	PC Briefcase Executive Reports	Analyzes information and prepares comparative reports on clients.	256K	$295	IBM PC and comp.; MS DOS	All major	No	75-90/ 1 year	No	Yes/free, unlimited
Management Software	PC Briefcase Marketing Assistant	Maintains product and service descriptions, creates quotes, pricing plans, graphic presentations; seven geographic maps.	256K	$55	IBM PC and comp.; MS DOS	All major	Yes/$20	400 + / 1 year	No	Yes/free, unlimited
Management Software	PC Briefcase Reference Source	Database of corporate and federal addresses, phone numbers; U.S. geographic and demographic data by state, zip, area codes; data sorts, labels, calculator.	256K	$55	IBM PC and comp.; MS DOS	All major	Yes/free	425/1 year	No	Yes/free, unlimited
MarketWare	SNIPER	Sales tool targets competitors and desired accounts in high dollar value selling situations.	640K	$8,000 & up	IBM PC and comp.	All major	No	New	Yes/on-site, fees	Yes/free, unlimited
Odesta Corp.	Double Helix†	Relational database to create customized applications including inquiry/order, list/account management, time & billing, lead tracking, sales management.	1MB	$595	Mac +, SE, II	No	Yes/$10	50,000 + / 5 years	Yes/on-off-site	Yes/free, unlimited
Pearl Communications	PCI Sales Management System†	Customer tracking/support, quote generation, forecasting.	256K	$695-$1,295	IBM PC and comp.; MS DOS 2.0 +	Novell	Yes/free	8 + / 4 years	Yes/on-site, fee; off-site, free	Yes/90 days free
Remote Control	Bridgit	Complete sales organization support, telemarketing, order entry, accounting.	640K	$265-$650	IBM PC and comp.; PC DOS 3.3 +	Novell, 3Com, IBM Token Ring	Yes/$29	New	Yes/to dealers, free	Yes/6 months free, then contract
Richmond Software	The Maximizer Contact Management Software†	Organize/manage unlimited number of clients/prospects; complete recordkeeping.	640K (hard disk)	$195-$495	IBM PC and comp., laptops; MS-, PC DOS 3.0	LAN	Yes/$12	10,000 + / 2 years	No	Yes/free, unlimited
Sage Worldwide	accuSPACE Key Account Manager†	Organizes field sales information; customer/product/history data.	684K	$8,471 & down	IBM PC and comp.; DOS	No	Yes/free	New	Yes/on-site fees	Yes/contract
Sales & Marketing Systems	SalesCTRL 2†	Integrated package: prospect database with territory account/sales force/promotion analysis; remote transmission of account updates, letter writer.	512K (hard disk)	$695-2,795	IBM PC-AT, XT and comp.; DOS 2.1 +	Novell, 3Com	Yes/$13	1,500/ 4 years	Yes/on-site, fees	Yes/90 days free, then contract
SalesFacs	SalesFacs Prospector/ Quote Log/ Personal Selling	Account/contact management, lead tracking, potential analysis, quotation tracking, direct mail, personal correspondence.	640K	$950 & up	IBM PC, laptops and comp.; PC-, MS DOS	All major	Yes/$25	85/2 years	Yes/on-site, phone fees	Yes/180 days free
Saratoga Systems	Sales Productivity System†	Customized account/sales information system with unique displays.	640K	$1,250 & up;	MS DOS 1.5 +	LAN	Yes/free	100 + / 2 years	Yes/on-site, fees	Yes/contract
Scherrer Resources	Sales Ally†	Customer/prospect tracking system, database management, word processing, auto-dial, telemarketing, account management, order entry.	256K	$395	IBM PC and comp.; MS DOS 2.0 +	Novell	Yes/$10	5,000 + / 3 years	Yes/on-off-site, fees	Yes/free, unlimited
Scott Computing Systems	Scott Customer Manager†	Account data management, lead/prospect tracking, call reporting, contact records, user-defined customer profiles.	640K	$995	IBM PC, PS/2 and comp.; MS-, PC DOS 3.0 +	No	No	500 + / 9 years	No/ manual	Yes/30 days free
SimplSoft Products	Client Manager†	Organizes business/personal contacts, prints follow-up reports/ labels/index cards, searches all files for first/last name.	256K	$69.95	IBM PC and comp.; DOS 2.1 +	All major	No	300/1 year	Yes/on-off-site, fees	Yes/free, unlimited
SNAP Software	SNAP†	Direct marketing, lead tracking, telemarketing, account/sales management, forecasting.	512K	$2,000/ user	IBM PC and comp.; MS DOS	All major	Yes/free	800/ 5 years	Yes/on-off-site fees	Yes/contract
Softek Design	A4†	Integrated, customizable programs: accounting, sales tracking, account/prospect/client/vendor history, word processing, graphing, spreadsheet, labels, etc.	1200K (hard disk)	$2,000-$10,000	Mac +, SE, II, laptops; MOS	AppleShare, PSN, Tops, Novell	Yes/$30	105/1 year	Yes/on-site, fee; HQ, free	Yes/14 months free
System Vision Corp.	Sales Vision Field Sales†	Field sales account management system, keeps contact logs, calendar, makes reports.	640K (hard disk)	$295	IBM PC and comp.; DOS	No	Yes/free	1,000/ 5 years	Yes/on-site, fee	Yes/30 days free
Target Microsystems	RIFLESHOT†	Account management, call scheduling, database marketing, direct/ bulk mail, telemarketing, forecasting, call reports.	640K (hard disk)	$495-$1,995	IBM PC-XT and comp.; DOS 2.0 +	Novell	Yes/free	20 + / 1.5 years	Yes/on-off-site, fees	Yes/free, unlimited
ADVERTISING										
Argonaut Systems	Advertising Response Manager†	Tracks responses per advertisement, cost of inquiries; database, labels, reports.	512K	$25	IBM PC and comp.; MS DOS	No	Yes/$5	New	No	Yes/free, unlimited
CGA	CAPRA PLUS	Provides competitive statistics on computer companies for use in media planning, message analysis, product positioning.	1MB (hard drive)	$3,500 & up	IBM PC and comp.; DOS	Novell	No	New	No	Yes/free, unlimited
Enter Active Services	Agency Evaluator†	For sales/marketing managers to evaluate advertising and PR agencies; help select advertising.	256K	$100	IBM PC and comp., DOS 2.1 +	No	No	New	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
G. Temple Assoc.	Schedule Express†	Helps marketing managers develop potential advertising strategies.	512K	$175	IBM PC-AT, -XT	IBM compatible	No	New	Yes/on-site, fees	Yes/3 calls free
The InMar Group	MediaMark†	Interactive marketing for advertising purposes.	†	$10,000-$100,000	IBM PC and comp.; Mac	All major	No	30/3 years	No	Yes/free, unlimited
Marketworks	AdManage	Manages company's advertising and promotion budgets, monitors and schedules media.	640K	$349	IBM PC-XT, -AT, 386, PS/2; DOS 2.0+	All major	Yes/$20	New	Yes/on-site, fees	Yes/free, unlimited
MediaMark Research	BrandTab†	Looks at household consumption and brand interaction data by brand/household.	640K	$12,500	IBM PC-AT and comp.; MS DOS	No	No	New	Yes/on-off-site, free	Yes/free, unlimited
Mal Long Assoc.	Cost Per Reader	Takes readership percentage of an ad and calculates cost/reader.	256K	$39	IBM PC-XT, -AT, PS/2 and comp.; PC-, MS DOS 2.1+	No	No	New	No	Yes/free, unlimited
Mal Long Assoc.	Print Ad Schedule	Database for scheduling and tracking print advertisements.	512K	$199	IBM PC-XT, -AT, PS/2 and comp.; PC-, MS DOS 2.1+	No	Yes/$10	New	No	Yes/free, unlimited
The Right Brain	MediaMind	Database tool for planning print/media ad campaigns, easy creation of insertion orders, analyzes frequency, circulation, etc.	1MB (hard disk)	$595	Mac+, SE, SE30	All major	Yes/free	New	No	Yes/free, unlimited
The Right Brain	NewsTrack/IBM & MAC†	Database tool for detailed management/analysis of publicity programs; manages/analyzes media database/lists/clippings/ exposure; esp. for in-house advertising/PR managers.	1MB (hard disk)	$495	IBM PC and comp.; Mac+, SE, SE30; MS DOS	All major	Yes/free	New	No	Yes/free, unlimited
RightNICHE	RightAD	Creates professional ads/presentations.	IBM (hard disk)	$69.95	Mac+, SE, II	No	Yes/free	New	No/ manual	Yes/free, unlimited
RightNICHE	RightNICHE	Helps develop effective advertising/marketing strategy; works with Pagemaker templates to mock up ads.	IBM Hypercard 1.2.2	$89.95	Mac+, SE, II	No	Yes/free	1,000+/ 1 year	No/ manual	Yes/free, unlimited
Robinson Assoc.	BINEMAX: Benefit Impact Mazimization System†	Develops copy/promotion information based on customized segments.	640K (20MB hard disk)	$3,800	IBM PC and comp.; MS DOS 3.0+	All major	Yes/free	1/1 year	Yes/ manual or on-site fees	Yes/3 hours free
The Salinon Corp.	HEADLINER†	Tool used to help create catchy slogans, jingles, headlines, other promotional expressions.	256K	$195	IBM PC-XT, -AT and comp.; MS-, PC DOS	All major	No	750+/ 3 years	No/ manual	Yes/free, unlimited
The Salinon Corp.	NAMER by SALINON†	Name generation tool for products, companies, etc.	256K	$195	IBM PC-AT, -XT and comp.; DOS 2.0+	All major	No	2,000+/ 3.5 years	No	Yes/free, unlimited
The Salinon Corp.	WORDS THAT RING	Creates vanity telephone numbers.	256K	$99	IBM PC-AT, -XT and comp.; DOS 2.1+	All major	No	New	No	Yes/free, unlimited
Sawtooth Software	APM System for Adaptive Perceptual Mapping	Perceptual mapping for a variety of marketing research functions, product development, simulation, etc.	265K	$1,500-$3,000	IBM PC and comp.; DOS	No	Yes/free	350/ 2.5 years	No	Yes/free, unlimited
Select Media	S.M.I.L.E.S.†	Co-op advertising, accounts completely tracked and controlled for retailers/distributors.	512K	$650-$3,800	IBM PC and comp.; DOS 3.0+	No	Yes/$25-$35	50+/ 5 years	Yes/on-off-site fees	Yes/90 days free
Select Media	C.A.P.S.S.	Subscription service for co-op information re: S.M.I.L.E.S.	512K	$500-2,000	IBM PC and comp.; DOS 3.0+	No	Yes/$25-$35	50+/ 5 years	Yes/on-off-site, fees	Yes/90 days free
Select Micro Systems	FloMaster	Produces advertising media flow charts and related cost analysis for advertising media.	512K	$495	Mac 512K+, SE, II	Mac comp.	Yes/$10	1,000+/ 1 year	No	Yes/free, unlimited
SUCCESSware	Advertising Edge†	Provides criteria for developing/evaluating ads/media programs.	256K	$109	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	400/1 year	No	Yes/free, unlimited
TBX Inc.	FasTRACK II	Lead management for queries from direct mail or advertisements; tracks results, costs, etc.	256K (hard disk)	$495	IBM PC-XT; MS DOS	All major	Yes/free	New	No/ manual	Yes/free, unlimited
TeLeVell	TeleSell-Advertising Manager Module†	Calculates lead source, return, figures, percentages; tracks sales cycle through the close; direct mail capabilities; fully customizable reports.	640K	$595-$1,295	IBM PC and comp.; PC DOS 3.0+	3Com, MSNet, Novell	No	40/1 year	Yes/on-off-site fees	Yes/free, unlimited
Working Computer	Clients & Profits for Advertising Agencies	For small companies/departments (20-35 people) helps manager assess job costs, planning, billing.	1MB	$2,495-$3,795	Mac+, SE, II	TOPS, AppleShare	Yes/$75	200+/ 3 years	Yes/off-site, fee	Yes/free unlimited
CHARTS										
Banner Blue	Org Plus	Automatically draws, positioning text and spaces; calculates budgets, salaries; generates reports and charts.	320K	$79.95	IBM PC-XT, -AT, PS/2 or comp.; DOS 2.0+	Novell, PC LAN, 3Com, Banyan, PCNET	No	10,000+/ 5 years	No	Yes/free, unlimited
Banner Blue	Org Plus Advanced	Automatically draws, positioning text and spaces; generates reports and charts; sideways printing; choice of fonts.	384K	$129.95	IBM PC-XT, -AT, PS/2 or comp.; DOS 2.0+	Novell, PC LAN, 3Com, Banyan, PCNET	No	10,000+/ 5 years	No	Yes/free, unlimited
Caddylak Systems	Chart Creator	Twelve different charts, import/export data.	320K	$99.95	IBM PC and comp.; DOS 2.0+	No	No	2,000/ 1.5 years	No	Yes/free, unlimited
Caddylak Systems	Form Designer with Fill-in Feature	Creates forms, charts, worksheets; automatically fills out data; database.	512K	$149.95	IBM PC and comp.; DOS 2.0+	No	No	9,000/ 3 years	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK	DEMO/$	#/AGE	TRAIN.	PHONE
DESKTOP PUBLISHING										
Applied Systems and Technolgy	MaxPage	Desktop publishing, page layout, ads, product descriptions; integrates graphics and text.	512K	$89	Mac	All Mac	Yes/$5	New	No	Yes/free, unlimited
Broderbund Software	TypeStyler	Creates special effects with display type, AGFAC computergraphic typefaces.	1MB (2 floppies)	$199.95	Mac+, SE, II	No	No	New	No	Yes/free, unlimited
Quark	QuarkXPress 2.12	Page designing/composition, production for publishing and graphic art; word processing, spot/process color, custom fonts, spacing controls.	1MB	$795	Mac+, SE, II, IIcs	Novell	Yes/free	New	Yes/off-site, fee	Yes/free, unlimited
WordPerfect Corp.	WordPerfect 5.0	Advanced word processing/desktop publishing with text-integrated graphics, multiple fonts, style definition, laser printer support.	384K	$495	IBM PC-XT, -AT, PS/2 and 100% comp.; MS DOS, OS/2, Unix	3Com, Novell, AT&T, Banyan, TOPS	Yes/free	1,475,719/ 2 years	Yes/on-line only	Yes/free, unlimited
Xerox Desktop Software	Ventura Publishing	Desktop publishing tool with word processing, graphics, typeset quality documents; add-on packages produce tables, equations, cross-references, vertical justification.	640K-1MB (hard disk)	$895-$1,295	IBM PC and comp.; DOS 2.1	3Com, Novell, PCNet	No	200,000+/ 3.5 years	Yes/off-site, fees	Yes/60 days free
DIRECT MARKETING										
Argonaut Systems	CONTACT†	Call report documentation, customer database.	512K	$89	IBM PC and comp., MS DOS	No	Yes/$5	New	No	Yes/free, unlimited
Caddylak Systems	Mail It†	Mailing list management checks duplicates, produces rolodex cards and address books; prints on any size envelopes; five- and nine-digit zip codes; ASCII.	384K	$49.95	IBM PC and comp., DOS 2.0+	No	No	New	No	Yes/free, unlimited
DATAMAP	CAM-1 Plus†	Designed specifically for direct marketing, mail targeting, and market site selection and analysis; spreadsheet.	256K	$495	IBM PC-XT, -AT and comp.; MS-, PC DOS	No	Yes/$35	150/1 year	No	Yes/free, unlimited
EIGHTY/20 Software	EIGHTY/20 Expeed†	Client tracking and sorting; mass mailings; call and expense reports; interactive calendar.	512K	$249	IBM PC and comp.; MS DOS 2.0+	No	Yes/$5	250/1 year	No	Yes/free, unlimited
1st Desk Systems	1stMERGE†	Creates form letters; list management and merges.	512K	$95	Mac	All major	No	10,000/ 4 years	No	Yes/free, unlimited
Group 1 Software	AccuMail	Address-correcting, postal coding program; confirms zips; attaches four-digit codes and carrier routes; standardizes address formats to USPS conventions.	640K	$795	IBM PC; MS DOS	All major	No	300/1 year	No	Yes/free, unlimited
Group 1 Software	ArcList	Mailing list management system creates lists, performs merge/purge, catches duplications, corrects zip code errors, prints labels.	640K	$695	IBM PC; MS DOS	Novell	No	3,000/ 3 year	No	Yes/free, unlimited
Group 1 Software	ArcList Enter Only	Mailing list management system catches duplications, corrects zip code errors, assigns state abbreviations.	384K	$95	IBM PC; MS DOS	Novell	No	300/1 year	No	Yes/free, unlimited
H&D Leasing	Direct Mail	Produces shipping labels, form letters, postcards; sorts by zip code, name, city, country; checks duplication; customized inventory, invoicing, and order entry.	512K	$295.95+	Mac+, II, SE	TOPS Apple Share	Yes/$15	70+/ 3 years	No	Yes/free, unlimited
Key Systems	Prospecting Plus†	Sales, marketing, direct mail, bulk mail support.	480K	$495-$1,485	IBM PC and comp., DOS	Xenix, Unix	Yes/free	1,000/ 6 years	No	Yes/30 days free
Pagex Systems	Desktop Marketing†	Direct marketing package creates letters, labels, lists, 3×5 cards in conjunction with Database America Files.	256K	$125 and up	IBM PC and comp.; MS DOS	All major	Yes/free	1,500/ 1 year	No	Yes
Persimmon Software	MAILER	Manages mailing lists (esp. small [2,500] lists), data entry, sorting, printing.	256K	$99	IBM PC and comp.; MS DOS 2.1+	Yes/not multiuser	No	200+/ 3 years	No	Yes/free, unlimited
SAS Institute	SAS System†	Customized mass mailings, lead tracking, forecasting, market share, forecasting.	640K	$495 and up	IBM PC-AT, PS/2 and comp.; PC-, MS DOS	LAN, Novell	Yes/free	4,700/ 4 years	Yes/on-off-site, fees	Yes/free, unlimited
Statistical Innovations	SI-CHAID Segmentation System†	Market segmentation software with tree-drawing capabilities, optional interfaces/interactions.	512K	$395	IBM PC-AT, -XT, and comp.; MS DOS	All major	Yes/$100‡	New	Yes/on-off-site, fees	Yes/contract
USP Useful Software of Princeton	MW-MAIL 3.0†	Mailing list manager.	312K	$29.95	IBM PC and comp.; DOS 2.0+	No	No	300-400/ 1 year	No	Yes/free, unlimited
ELECTRONIC MAIL										
Coker Electronics	tPOST E-Mail	Menu-driven electronic mail links field laptops and branch office desktops with HQ; forms, fax, LAN options available.	256K	$129-$495	IBM PC and comp., DOS 2.0+	LAN	No/guarantee	1,000+/ 2 years	Yes/on-site, fees	Yes/120 days free
Cross Information	CROSS+POINT	Electronic mail with scheduling and phone pad.	120K	$49-$395	IBM PC and comp., DOS	LAN	Yes/$9.95	500-1,000/ 4 years	Yes/on-site, fees	Yes/free, unlimited
Datanetics	Bulletin Board	Sends messages anyone can read.	512K	$295-$1,195	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	New	Yes/on-site, fees	Yes/6 months free

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Datonetics	dataMAIL	Electronic mail system, must have password to read mail.	512K	$395-$1,695	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	New	Yes/on-site, fees	Yes/6 months free
1st Desk	1stBBS	Remote database and bulletin board system.	512K	$195	Mac	No	No	New	No	Yes/free, unlimited
Galacticomm	The Major BBS†	A bulletin board system used by sales/marketing professionals for E-mail.	512K	$59-$1,844	IBM PC; DOS 3.0+	Novell, 10-Net	No	2,000/3 years	No	Yes/included
LEADtrack Services	LEADpass†	E-mail package includes voice mail, automated attendant, call routing.	640K	$995-$1,500	IBM PC and comp.; MS-, PC DOS	Novell	Yes/free	New	No	Yes/60 days free, then contract
McDonnell Douglas Applied Communications Systems	PC OnTyme Plus	Message management system to create, send, receive, file E-mail.	320K	$150/each	IBM PC-XT, -AT, PS/2, Compaq 386 and comp.; DOS 2.2+	TYMNET	No/video	New	Yes/on-off-site, fees	Yes/free, unlimited
3X USA	Mail-Server†	Communication software for outside sales force using laptops to check mailbox/send reports.	384K	$195	IBM PC and comp.; DOS 2.0+	All major	Yes/free	350/1 year	No	Yes/free, unlimited
FIELD SALES/REPRESENTATIVES										
Beacon Data Systems	REP$ II	Sales analysis and tracking for manufacturers' sales reps.	640K	$1,995	IBM PC and comp., MS DOS	LAN	Yes/$35	200+/5 years	Yes/on-site, fees	Yes/1 year free, then contract
Free World Marketing	PRIMO†	Personal information manager designed for field salespeople; pop-up calendar, auto-dialer, integrated word processing, management reports, territory analysis.	256K (hard disk)	$295	IBM PC; DOS 2.0+	All major	Yes/$25	New	Yes/on-site, fees	Yes/90 days free, then contract
Generation Four	MBA/Clients†	Database functions include: key word search, letters, mailing lists, contact files, open source codes.	1MB (hard disk)	$189	Mac+	All major	Yes/$10	New	No	Yes/on-line, free
GPS CUSTOM Software	GPS CUSTOM with Sales & Marketing CUSTOMware†	Fully customizable; features include: lead tracking, management and statistical reporting, telemarketing, order entry, proposal and contract generation.	512K	$295-$995	IBM PC and comp.; MS DOS 3.0+	All major	No	1,000+/2 years	Yes/on-off-site, fees	Yes/contract
Harris Publ.	Selectory	Database of manufacturing firms for managers and salespeople to identify qualified prospects.	512K (hard disk)	$249-$695	IBM PC-XT and comp.; MS-, PC DOS 2.0+	All major	Yes/$10	2,500/4 years	No	Yes/free, unlimited
IDSC Rental Co.	marketrieve PLUS†	Lead tracking (especially multiple contacts at same company); market analysis, forecasting, direct marketing, telemarketing, field sales and management.	1MB (hard disk)	$1,595 and up	IBM PC and comp., MS-, PC DOS	LAN	Yes/free	85/1 year	Yes/on-site, fees	Yes/contract (incl. updates)
Market Power	SALES WIZARD 5.62	For individual or field sales reps; customer/prospect tracking and history; direct mail, mail merge; integrated word processor with calendar, calculator.	320K	$249	IBM PC and comp.; DOS 3.0+	LAN, Novell, 3Com	Yes/free	1,000+/3 years	Yes/on-site, fees	Yes/30 days free
Norman R. Sutherland	Find-A-Rep†	Database program helps sales managers define/identify the best manufacturing rep for their products.	384K	$195 and up	IBM PC and comp.; DOS 2.0+	All major	Yes/$20	100/1 year	No	Yes/free, unlimited
The Pipeline Software Co.	PIPELINE†	Sales/marketing modules for: productivity, lead tracking, lead management, telemarketing, customer service; database download to remote rep laptops.	640K	$16,000	IBM PC and comp.; DOS 3.1+	LAN	Yes/$25	4+/1 year	Yes/on-off-site, fees	Yes/contract
Profit Management Systems	Outcome†	Field sales/marketing system with lead tracking, account/territory management, sales forecasting, scheduling.	256K	$500-$1,500/user	IBM PC and comp.; DOS 2.1+	All major	No	8,000+/2.5 years	Yes/on-site, included	Yes/contract
The Salmon System	The Salmon Sales Management System†	For sales managers and reps: activity/productivity reports, account/call history, follow-ups, analysis, word processing.	640K (hard disk)	$1,000 and up	IBM PC and comp.;DOS	All major	Yes/$10	350/4 years	Yes/on-site, included	Yes/contract
Software Complement	Client/MAC†	For sales reps; tickler files, contact history notes, time tracking, mail merging, letterwriting.	1MB	$125	Mac	Mac comp.	Yes/$25	150/3 years	No	Yes/free, unlimited
TeLeVell	TeleSell-Salesperson Module†	Call management, notes, scheduling, product/competition information, mail-list management, travel directions; fully customizable reports.	640K	$695-$2,190	IBM PC and comp.; PC DOS 3.0+	3Com, MSNet, Novell	No/video, $45	300+/2 years	Yes/on-off-site, fees	Yes/free, unlimited
FLEET CAR MANAGEMENT										
Fleet Technologies	Integrated Fleet Administration System based on Paradox 3.0†	Tracks information on fleets/employees including mileage, accidents, reordering cycle.	640K	$1,995-$2,995	IBM PC and comp.; DOS 2.0+	All major	Yes/$5	New	Yes/on-site, fee	Yes/90 days free, contract
GRAPHICS										
Adobe Systems	Adobe Illustrator 88	Draw from scratch or use basic shapes, scale objects and patterns, blend colors; various typefaces.	1MB	$495	Mac+, SE, II, MOS 4.2+	All major	No	New	Yes/on-off-site, fees	Yes/contract

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Advanced Graphics Software	SlideWrite Plus	Creates presentation charts and graphs; scientific graphic features.	390K	$445	IBM PC and comp., DOS	All DOS networks	Yes/free	10,000+/ 4 years	Yes/on-off-site, fees	Yes/free, unlimited
Ashton-Tate	DRAW APPLAUSE 1.1	Charts, graphs, diagrams, free-form drawings, library of 125 images, color slides, overhead transparencies, color or monochrome prints.	640K	$495	IBM PC-XT, -AT, PS/2 or comp.	All major	Yes/$4.95	New	Yes/on-off-site, fees	Yes/90 days free
Ashton-Tate	RapidFile 1.2	File manager for data, reports, form letters, mailing labels, monochrome or color graphics.	256K	$295	IBM PC-XT, -AT, PS/2 or comp.	All major	Yes/$4.95	50,000+/ 1 year	Yes/on-off-site, fees	Yes/90 days free
Broderbund Software	Drawing Table	Professional drawing tools, illustrations, maps, diagrams, fliers, posters, logos, letterheads.	1MB	$129.95	Mac+, SE, II	No	No	New	No	Yes/free, unlimited
Execucom Systems	Impressionist Business Graphics	Graphics system for new to advanced users; produces analytical and boardroom presentations.	512K	$895	IBM PC or comp.; MS DOS	All major	Yes/free	2,000/ 3 years	No	Yes/free
Frame Technology	FrameMaker 1.3-X	Professional publishing software provides word-processing graphics; layout tools for creating documents, complex technical manuals, reports.	16MB	$2,500	SUN, HP; Sony Tektronix, Apple NCR.	No	Yes/free	8,500/ 4 years	Yes/included	Yes/included
HyperGraphics Training Systems	HotAUTHOR†	Uses text, graphics, animation to illustrate a product or marketing concept; interactive Q&A capabilities.	256K	$2,500+	IBM PC and comp.; DOS 2.0+	PCNET	Yes/free	25+/ 3 years	Yes/off-site, fees	Yes/free, unlimited
HyperGraphics Training Systems	StoryBOOK	Uses text, graphics, animation to illustrate a product or marketing concept.	256K	$275	IBM PC and comp.; DOS 2.0+	PCNET	Yes/free	8/3 years	Yes/off-site, fees	Yes/free, unlimited
Information Dimensions	BASIS/Images	Provides image storage and retrieval; text to image applications.	Any memory	$40,000-$100,000	Any IBM, MAC, DEC, Unisys, Control Data, Wang	All major	Yes/free	1,600/ 1.5 years	Yes/on-off-site, free	Yes/free, unlimited
Informix Software	SmartWare II†	Package includes modules for database, spreadsheet, business graphics, word processing; customizable.	512K	$249-$699	IBM PC-XT, -AT, PS/2 and 100% comp.; DOS, UNIX	3Com, LAN, Novell, Netware, Starlan, Vine	Yes/free	150,000/ 5 years	Yes/off-site, fees	Yes/free, unlimited
Interactive Market Systems	FloChart	Graphics package esp. for media schedules.	640K	$1,500	IBM PC-XT, -AT and comp.; DOS 3.1+	All major	No	100+/ 2.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Management Science Assoc.	PC Mars†	Data retrieval and display system; tabular or graphic display feeds into spreadsheet programs.	512K (color monitor)	$3,000 and up	IBM PC-XT, -AT, PS/2 and comp.; DOS 3.0+	No	Yes/free	100+/ 2 years	No/manual	Yes/free, unlimited
Marketing Graphics	PicturePak (4 editions)	Electronic clip art: Executive and Management, Finance and Administration, Sales & Marketing, and Federal Government; thematic words, images, logos, seals, symbols, borders, backgrounds.	$128K	$145/ each	IBM PC, Mac, PS/2 and comp.; DOS	All major	Yes/free	New	No	Yes/free, unlimited
MicroMaps Software	MacAtlas	Comprehensive collection of clip-art map templates of the entire world, USA by state, and all 50 states by county; can customize, colorize, or modify maps by adding fill patterns, graphic objects, text, numbers, etc.	128K-1MB	$79-$676	Mac(requires comp. graphics programs)	All Mac	Yes/free	3,000/ 2 years	No/manual	No
New England Software	GB-STST	Statistical analysis and data-management package with fully integrated graphs.	512K	$299.95	IBM PC and comp.; MS-, PC DOS 2.0+	All major	Yes/off-site only	100,000+/ 1 year	No	Yes/free, unlimited
New England Software	Graph-in-the Box 2.2	Presentation/business graphics by analyzing numbers from other programs while they are on the screen.	256K	$139.95	IBM PC and comp.; MS-, PC DOS 2.0+	All major	Yes/off-site only	100,000+/ 3 years	No	Yes/free, unlimited
PictureWare	PicturePower†	Integrated system incorporates photographic quality images with text and database.	640K	$1,995-$2,900	IBM PC-XT, -AT, PS/2 and comp.; DOS 3.1+	Netware	Yes/$25	3,200/ 3.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Silicon Beach Software	Super-Card	Gives users full screen graphic, drawing, painting power.	1MB (color monitor)	$199	Mac+, SE, II; Mac 6.02+	No	No	25,000/ 1 year	No/phone only	Yes/free, unlimited
STSC Inc.	STATGRAPHICS Statistical Graphics System†	Designed for market researchers, package integrates graphics with wide range of research procedures.	512K	$895	IBM PC and comp.; MS-, PC DOS 2.0+	No	No	20,000+/ 4 years	Yes/on-site, fees	Yes/contract
SYSTAT	FASTAT	Intermediate package with scatterplot brushing tools and three-dimensional full-color graphics for presentations and reports.	1MB	$195	Mac+, SE, SE30, II, IIx	No	Yes/free	600/1 year	Yes/HQ free	Yes/free, unlimited
Visual Business Systems	Visual Business No.5/Output Manager	Creates true three-dimensional charts; puts chart on high resolution film recorder and thermal printers.	1MB	$395	Mac II	All Mac	Yes/free	2,000/ 1 year	Yes/off-site, fees	Yes/30 days free
Xerox Desktop Software	Xerox Graph	Analytical and graphing package allows data manipulation/analysis, graph generation with curve-fitting and other devices.	1MB (hard disk)	$295	IBM 286, 386	No	No	New	No	Yes/60 days free
Zenographics	Pixie 1.01	Window-space charting and drawing package; library of symbols, import/export capabilities.	640K	$195	IBM PC-AT, -XT and comp.	No	Yes/free	10,000+/ 2 years	No	Yes/free
Z-Soft	Paintbrush Plus	Bit-map graphic editor with full page, 300DPI editor; scanner/laser printer support.	640K	$149	IBM PC and comp.; PC MS DOS 2.0+	All major	Yes/free	250,000/ 3 years	Yes/on-site, fee	Yes/free unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Z-Soft	Publisher's Paintbrush	Bit-map graphic editor, full-page editing, zoom and advertising features.	1.5MB	$285	IBM PC and comp.; PC MS DOS 2.0+	All major	Yes/free	100,000+/ 2 years	Yes/on-site, fee	Yes/free unlimited
HIRING & TRAINING										
Addison-Wesley Publ.	Marketing Tool Kit	Teaches marketing principles to trainees or students.	128K	$25.75	IBM PC-XT and comp., DOS 2.0+	No	No	3,000+/ 4 years	No	Yes/free
Automated Micro	KIA Product Learning System†	Trains salespeople about product via interactive questions, customized.	256K	$3,000 and up	IBM PCs and comp., DOS	No	Yes/free	15/2 years	Yes/fees	Yes/free
Courseware	SOLD!	Face-to-face selling program; teaches skills; database keeps track of appointments.	128K	$39.75	IBM PCs and comp., DOS	No	Yes/free	2,000/ 5 years	No	Yes/free, unlimited
Custom Databanks	Executive Search System	Merges names and addresses of 2,000 search firms with letters; firms classed by industry, location, job category, salaries; updated six times/year.	384K	$75-$300	IBM PC and comp., DOS 2.0+	No	No	1,000+/ 3 years	No	Yes/free, unlimited
Experience in Software	The Art of Negotiating	Negotiation preparation and training for closing the sale. Plans scenarios and produces reports on all aspects of sale.	256K	$195	IBM PC; DOS 2.0+	No	No	5,000/ 5 years	No	Yes/free, unlimited
The InMar Group	TrainingMate†	Interactive customized training.	†	$10,000-$50,000	IBM PC and comp., Mac	All major	No	10/3 years	No	Yes/free, unlimited
Leadership Development	The Competency Builder†	For product/marketing training of sales reps, dealers, distributors.	260K	$2,500-$25,000	IBM PC and comp.; DOS	All major	Yes/free	3,000+/ 2 year	Yes/included	Yes/included
Leadership Development	Sales Advisor†	Teaches how to chart the course of a sale, maintain control, handle objections, trigger a prospect's buying impulse, size people up.	256K	$195	IBM PC and comp.; DOS	All major	No	1,000/ 1 year	No/manual	Yes/free, unlimited
Lincoln Systems	ISP: Interactive Statistical Program	Program for teaching statistical marketing research; includes high-resolution graphics.	384K	$40-$150	IBM PC and comp.; DOS 2.0+	All major	Yes/free	2,500+/ 3 years	Yes/contract	Yes/free, unlimited
Management Software	PC Briefcase Instructional Seminars	Interactive program teaches and reviews selling skills; account management.	256K	$95	IBM PC and comp.; MS DOS	All major	No	600-800/ 1 year	No	Yes/free, unlimited
MarketWorks	The Marketing Mentor	Teaches marketing planning.	640K	$49	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0+	No	No	1,000/ 1 year	No	Yes/free, unlimited
Neuralytic Systems	Dr. Shrink	Assesses client's personality; analyzes the public vs. private self (including secrets/sexual fantasies); recommends how to communicate with/persuade the person.	164K	$49.95	IBM PC and comp.; DOS	No	No	42,000/ 2 years	No	Yes/free, unlimited
Neuralytic Systems	Quality Personnel Screen	Employment screening: 105-question test (via computer or paper/pencil) measures honesty, substance abuse, agreeableness, extroversion, etc.	256K	$498.95	IBM PC-XT, -AT and comp., DOS 2.0+	No	No	New	No	Yes/free, unlimited
Profiles Int'l.	The Profile†	Program gives managers personality assessment and description of employees/salespeople.	256K	$65 and down	IBM PC and comp.; MS DOS 2.1+	All major	Yes/free	500+/ 3 years	No	Yes/free, unlimited
Profiles Int'l.	Sales Selection Analysis†	Identifies a sales candidate's ability to develop rapport, identify client needs, present the product, solve objections, close sales.	246K	$69.95 and up	IBM PC and comp.; MS DOS 2.0+	All major	Yes/free	500+/3 years	Yes/tutorial	Yes/free, unlimited
The Scientific Press	Applying Marketing Management PC Simulations	Exercises illustrating positioning, strategy, competitive strategy, new product development, lifecycle forecasting.	256K	$15.00	IBM PC-XT, -AT, PS/2 and comp.	No	No	100+/3 years	No	Yes/free, unlimited
The Scientific Press	ENTERPRISE, an Integrating Management Exercise	Integrated marketing/management simulation teaches marketing concepts.	256K	$22.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	New	No	Yes/free, unlimited
The Scientific Press	Marketing Analysis & Decision Making	Text and cases with Lotus 1-2-3-based self-study for new product development, test marketing, product modifications, marketing mix management.	256K (need Lotus)	$48.75	IBM PC-XT, -AT, PS/2 and comp.	No	No	50+/2 years	No	Yes/free, unlimited
The Scientific Press	Marketing Management: Analytic Exercises with Lotus	Lotus 1-2-3 based exercises teaching marketing concepts in a variety of situations.	256K (need Lotus)	$27.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	New	No	Yes/free, unlimited
The Scientific Press	Markstrat 2	Marketing strategy simulation for training strategy and techniques; for individuals or sales teams.	256K	$27.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	500+/12 years	No	Yes/free, unlimited
Spinnaker Software	Putting the One Minute Manager to Work	Teaches how to identify goals and establish performance criteria; follow-up system gives feedback on answers.	128K	$99.95	IBM PC and comp.; MS DOS 2.1+	No	Yes/free	12,000/3 years	No	Yes/free, unlimited
Strategic Management Group	Business Learning System	Training for marketing, operations, strategic planning, finance.	256K	$475	IBM PC and comp.; DOS 2.0+	No	Yes/$10	7,500/2 years	Yes/on-site, fee	Yes/free, unlimited
Strategic Management Group	Business School	Learning tool simulation of management techniques.	512K	$59.95	IBM PC-AT, -XT and comp.; DOS 2.0+	No	No	25,000/6 years	No	Yes/free, unlimited

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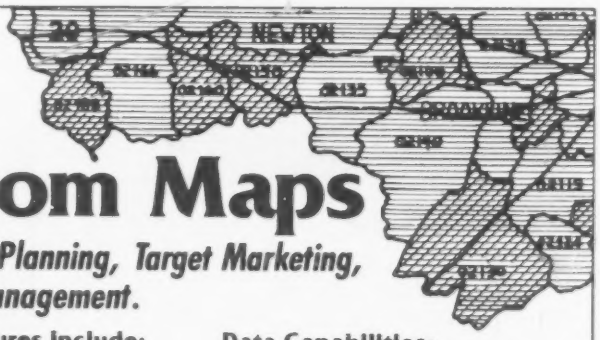
Strategic Management Group	Business Simulator and Business Strategist	Simulates strategy situations in five different industries.	256K-512K (2 disk drives)	$69.95-299.95	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.0+	No	Yes/$5	1,500-10,000/3-7 years	No	Yes/free, unlimited
Strategic Management Group	Business Week's Business Advantage†	Learning tool simulation of running all aspects of a large corporation.	384K	$69.95	IBM PC, Mac and comp.; DOS 2.0+	No	Yes/free	12,500/2 years	No	Yes/free, unlimited
Strategic Management Group	Strategic Management Game Individual Learning Game	Simulates competition among four different companies with three products each in three markets.	256K (2 disk drives)	$99.95	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.0+	No	Yes/$5	5,000/8 years	No	Yes/free, unlimited
Strat X ° Int'l.	MA	User is "in charge" of a simulated marketing department, must devise strategies.	256K	$245 and up	IBM PC-AT, -XT and comp.; DOS 2.0	No	Yes/free	2,000+/1 year	No	Yes/free, unlimited
SYSTAT	MYSTAT	Teaches/simplifies business statistics and forecasting routines.	1MB	$195	Mac+, SE, SE30, II, IIx	No	Yes/free	60,000/3 years	Yes/HQ, free	Yes/free, unlimited
INQUIRY/ORDER										
Applied Software Technology	VersaForm XL	Programmable relational database, order entry, tracking, contact lists, accounting.	512K	$245-$495	IBM PC and comp., MS DOS	All major	No	35,000+/8 years	No	Yes/30 days free, then contract
Inquiry Intelligence Systems	IQ System†	Inquiry management program for marketing directors and sales managers.	640K	$1,295	IBM PC-AT, -XT and comp.; DOS 3.0+	All major	No/video	120/4 years	No/video	Yes/30 days free
International Software Technology	MOMe	Handles mail order, inventory control, order processing, list management, fullfillment, reporting.	384K	$1,995-$2,995	IBM PC-AT, -XT, PS/2 and comp,, PC-, MS DOS 2.0	All major	Yes/free	350/5 years	Yes/on-site, fee	Yes/contract
Merlo Systems	OrderOne	Order entry/tracking, sales analysis, import/export; add-on features available.	640K (2MB hard disk)	$3,500	IBM PC and comp.; MS-, PC DOS 3.1+	Novell	Yes/$100	500+/4 yeors	Yes/on-off-site, fees	Yes/90 days free
Software Institute	Close Call†	Customer referral program designed to locate closest dealers.	512K (hard disk)	$395	IBM PC-AT or 100% comp., DOS 2.0+	All major	No	New	No	Yes/free, unlimited
Turnkey Data Solutions	Electronic Sales Assistant†	Automation of sales forms for orders, expenses, weekly revenue, price inquiry; inputs information into E-mail or host.	128K	$295	IBM PC and comp.; MS-, PC DOS 3.0+	Unix	Yes/$90	2,000+/3 years	Yes/on-site, fee	Yes/90 days free
LEAD TRACKING										
A la Carte Int'l.	MARKETEMPLATES	Customer tracking and order processing.	512K	$1,000 and up	IBM PC-XT, -AT, and comp., DOS 2.0+	No	No	100+/5 years	Yes/on-site, fees	Yes/contract
Argonaut Systems	PLAN†	Tracks propects and customers, orders; forecasts future sales.	512K	$89	IBM PC and comp.,	No	Yes/$5	New	No	Yes/free, unlimited
Arlington Software & Systems	PCAT: Professional Contact and Tracking System	Lead tracking for sales and marketing managers.	384K	$1,295-$6,400	IBM PC and comp., MS DOS	Novell, IBM Token Ring, Banyon, 3-COM	Yes/$12	3,500+/8 years	No/manual and tutorial	Yes/free, unlimited
Automated Business Designs	ADVANTAGE†	Prospect history, notes, automatic mailing, telemarketing, management reports, follow-up reminder.	64K	$2,000 and up	IBM PC and comp., MS DOS	No	No	50+/3 years	Yes/on-site, fees	Yes/contract
Bartel Software	TOTALL MANAGER†	Customized market plans, lead tracking, letters, telemarketing scripts, expense tracking, client billing, report writer, order processing.	640K	$395-$2,295	IBM PC and comp., DOS 3.0+	All major	Yes/$5	1,000+/3 years	Yes/on-off-site, fees	Yes/30 days free
Bits and Bytes	Lead Tracker	Lead tracking and organizing.	256K	$129	IBM PC and comp., MS DOS	No	Yes/free	100/1 year	Yes/on-site, fees	Yes/free, unlimited
Breakthrough Prod.	Market Master Manager†	Manages and automatically follows up leads for sales forces.	1MB (hard disk)	$595-$1,995	Mac+, SE, II, MOS	All major	Yes/$10	100/1.5 years	No	Yes/1 year free
Breakthrough Prod.	Market Master Results Analysis†	Manages and automatically follows up leads for individual salesperson.	1MB (hard disk)	$295-$395	Mac+, SE, II, MOS	Mac comp.	Yes/$10	500/3 years	No	Yes/1 year free
Bricker-Evans	Tangibility	Analyzes lead programs before and after implementation; marketing communications.	640K	$495	IBM PC and comp., DOS	No	No	20+/1.5 years	No	Yes/free, unlimited
CATT Systems	PROMOTRAK†	Lead and manager tracking system for present and past accounts, reports, follow-ups, activities, expenses; direct mail.	†	$1,500-$6,000	†	UNIX, IBM	No	45/5 years	Yes/on-site, included	Yes/free, unlimited
Commercial Micro	Sales Busters†	Client and prospect tracking, tickler, calendar, built-in backup, import/ export capabilities, scripts, reports.	640K (hard disk)	$395-$795	IBM PC and comp., DOS 3.3+	LAN	Yes/$15	500+/7 years	No	Yes/free, unlimited
Computer Innovations	Branch-Out†	Sales support system for distributors: pricing, bidding negotiations, comparative tracking.	512K	$1,995	IBM PC and comp., DOS, Unix	Novell	No	New	Yes/on-site, fees	Yes/$60 per hour, or contract
Computer Innovations	S-DOT†	Sales tracking, lead control profiles, forecasting, marketing research and analysis.	256K	$500-$3,500	IBM PC-AT, 386 and comp., DOS, Unix	Novell	No	25/4 years	Yes/on-site, fees	Yes/$60 per hour, or contract
Computer Masters	Client Master	Database marketing tool, mini word processor, auto-dialer, client tracking.	256K	$199	IBM PC and comp., MS DOS	All major	Yes/$10	50,000/2.5 years	No/manual	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	$/AGE	TRAIN.	PROMO
Datamatics Management Services	Professional Marketing System†	60 different modules for market response tracking, lead tracking, customer service analysis.	400K	$2,195	IBM PC and comp.; MS DOS 3.1+	Novell, PT, ARC, Ethernet	No/free 30-day trial	30/5 years	Yes/on-off-site, fees	Yes/90 days free, then contract
EIGHTY/20 Software	EIGHTY/20 Advanced†	Client tracking and sorting; word processor for letters, mass mailings; telemarketing scripts; expense reporting.	640K	$495-$1,495	IBM PC and comp.; MS DOS 2.0+	All major	Yes/$10	1,000/ 2 years	Yes/on-off-site, fees	Yes/free, unlimited
EMIS Software	EMIS II†	Lead tracking and account management; custom letters, mail merge, unlimited database, spreadsheets.	512K	$1,995 and up	IBM PC and comp.; DOS 3.1+	Novell, 3Com, PCNet, Banyan	Yes/free; evaluation/$50	1,500+/ 6 years	Yes/on-off-site, fees	Yes/contract
Esprit Software Technology	SELLSTAR!-PM†	Sales productivity for prospect management, lead tracking, telemarketing.	512K	$195	IBM PCs and comp.; DOS 2.1+	No	No	New	No	Yes/90 days free
ETS Systems	Call Focus	Tracks sales calls with follow-up tickler.	640K	$3,500	IBM PC-XT and comp., DOS 2.0+	No	No	20/2 years	Yes/on-site, fees	Yes/60 days free, then contract
1st Desk Systems	1stFILE†	Esp. for sales teams and marketers in lead tracking, follow-up, order entry; mailing labels and lists.	512K	$95	Mac	All major	No	25,000/ 5 years	No	Yes/free, unlimited
1st Desk Systems	1stTEAM†	Lead tracking, follow-up, order entry for sales teams.	512K	$495	Mac	All major	No	1,000/ 4 years	No	Yes/free, unlimited
Free World Marketing	ProMotion IQ†	Query and reporting module for promotion; produces reports, analyzes data, creates graphs, exports data to ASCII and Lotus files.	256K	$300	IBM PC; DOS 2.0+	All major	Yes/$25	250/ 3 years	Yes/on-site, fees	Yes/90 days free, then contract
GoldData Computer Services	Sales Prospect Tracking System	Lead tracking and telemarketing with mail merge, letter, label, back-end reporting capabilities.	192K	$124.95	IBM PC and comp.; MS DOS 2.0+	Novell	Yes/$10	$400/ 4 years	Yes/on-site, fees	Yes/free, unlimited
High Caliber Systems	peopleBASE†	Sales management system analyzes by lead source, salesperson, phone/ mail follow-up of customers and prospects.	640K	$129-$1,000	IBM PC-XT, -AT and comp.; MS-, PC DOS	All major	Yes/$10	4,000/ 3 years	Yes/on-off-site, fees	Yes/free, unlimited
Hill Street Publ.	LeadChaser†	Comprehensive package tracks sales leads.	512K	$49.95	IBM PC and comp.; MS DOS 2.0+	No	Yes/$5	20/2 years	No	Yes/free
HMS Computer Co.	Prospect Tracking System†	Track prospects through buying cycle; generates mailings and demographic reports.	640K; 1MB (MAC)	$395-$595	IBM PC and comp., Mac+; DOS	All major	Yes/$29	150/ 2 years	Yes/on-off-site, fees	Yes/free, unlimited
Innovative microSystems	MarketExpert	Sorts, segments, analyzes customers and prospects for targeted direct mail or telemarketing lists.	640K	$1,500	IBM PC-XT, -AT, PS/2; MS-, PC DOS	Token ring, PC network	Yes/free	5/1 year	Yes/included	Yes/free, unlimited
Inter Active Micro	The Front Office†	Marketing and sales system for prospect and lead tracking, telemarketing, call reporting, job and commission cost tracking, performance evaluation.	640K	$198-$295	IBM PC-XT, -AT and comp.; DOS 2.1+	All major	Yes/$15	50+/ 5 years	Yes/on-off-site, fees	Yes/1 year free, then contract
JKL Marketing	Sales/Marketing Solution System†	Integrated sales/marketing databases; prospect management, telemarketing, sales call reporting, product registration, market research.	512K	$895 & up	IBM PC & comp., DOS	Unix/Xenix	Yes/free	500/ 5 years	Yes/on-off-site, fee	Yes/free, unlimited
LEADtrack Services	LEADtrack†	Sales, marketing, lead tracking, inquiry fulfillment package for all industries and levels of salesperson.	640K	$2,250	IBM PC and comp.; MS-, PC DOS	Novell	Yes/$10	200/ 5 years	Yes/on-site, fees	Yes/60 days free, then contract
Logic Design Corp.	ELECTRONIC Client Management System†	Keeps track of sales leads; telemarketing, direct mail, follow-up, autodialer, mass mailings.	256K	$195	IBM PC and comp.; DOS 3.0+	Novell	Yes/$10	1,000/ 5 years	Yes/on-site, fee	Yes/90 days, free
M&T Publ.	Time and Task Management†	Tracks clients, follow-up/pending dates; organizes time, hours, activities, budgets.	256K	$49.95	IBM PC and comp.; MS-, PC DOS	No	No	1,000-2,000/ 3 years	No	Yes/free, unlimited
Market Power	THE SALES MANAGER S.62†	Customer/prospect tracking, tickler files, reports, appointment schedule, sales transaction analysis, expense tracking, to-do list, word processor.	320K	$795-$1,995	IBM PC and comp.; DOS 2.0+	LAN, Novell, 3Com	Yes/free	3,000+/ 6 years	Yes/on-site, fees	Yes/contract
MICOR Systems	ProTrakAR System†	Tracks and categorizes calls and correspondence to clients; prints envelopes, letters, labels, lists.	1MB	$395	Mac+ 5.0+	All major	Yes/$15	New	No	Yes/3 months free
MZ Group	Fortune 500 Prospector†	Prospecting database with current information on top industrial and service companies and executives in U.S.; can rank, segment, analyze; print reports, mailing labels; automatic tickler; graphics.	512K	$299	IBM PC-XT, -AT, PS/2 or 100% comp.; DOS 2.0+	All major	Yes/free	New	No	Yes/free, unlimited
MZ Group	Instant Prospects Los Angeles & Chronicle 100†	Two packages with extensive information on top Los Angeles and San Francisco companies including key executive contact, sales, SIC codes, telephone numbers.	512K (hard disk)	$299	IBM PC-XT, -AT, PS/2 or 100% comp.; DOS 2.0+	All major	Yes/free	New	No	Yes/free, unlimited
Nelson Business Systems	Client Tracking System†	Organizes/tracks clients and prospects, features individual notepads for each record/letter file, labels, internal dial.	512K	$495-$1,095	IBM PC and comp.; MS-, PC DOS	Novell	Yes/$10	24/1 year	No	Yes/30 days free, then contract
Pace Computer	SalesBoose/PC	Sales management package with calendar and mail merge, tracks sales leads, analyzes data, forecasts.	640K	$495	IBM PC-AT and comp.; MS DOS	No	Yes/$10	300/ 4 years	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MIN. MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Planning Works	Sales Manager System†	Forms for lead tracking, record-keeping, reports, market analysis; created by sales managers.	256K	$495	IBM PC and comp., laptops; MS DOS 2.0+	All major	Yes/$15	150+/ 6 years	Yes/on-site, fees	Yes/contract
Prism Systems	LEADMARK†	Customized lead tracking per unique requirements; access to product/competition summaries.	512K (hard disk)	$950-$3,995	IBM PC-AT, -XT, PS/2 and comp.; MS-, PC DOS 2.0+	All major	Yes/free	New	Yes/on-site, fees	Yes/fees
Sales Executive	Sales Executive	Package for lead tracking, telemarketing, client managment, sales productivity, direct mail.	512K	$395-$1,595	IBM PC and comp.; MS-, PC DOS	All major	Yes/free	4,000/ 3 years	Yes/on-off-site, fees	Yes/free, unlimited
Sales Productivity Group	Sales Producer	Prospect tracking, sales information reporting system includes profiling, follow-up, sales order entry.	384K	$495-$695	IBM PC and comp.; MS DOS	All major	Yes/$20	450/ 3 years	Yes/on-off-site, fees	Yes/90 days free
Softworks	MARKIS	Lead qualification, tracking, prompting system.	256K	$389	IBM PC-XT, -AT, and comp.; DOS 2.1+	All major	Yes/free	1,000+/4 years	No/ manual	Yes/free, unlimited
Stanford Business Systems	STAT. Sales Tracking and Analysis Tool†	For salespeople/managers: lead tracking, sales productivity/ analysis.	1MB	$795-$895	Mac	Mac comp.	Yes/$35	New	Yes/on-site fee	Yes/30 days free
SUCCESSware	Lead Prioritizer†	Helps newer sales personnel get up to higher level; aids others in selecting/prioritizing/evaluating leads.	256K	$109	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	2,500/ 1 year	No	Yes/free, unlimited
Sysmark Information Systems	The Professional Sales Manager†	Package determines purchasing trends, evaluates advertising, automates direct mail, qualifies/assigns lead, supports telemarketing, evaluates sales productivity/potential (up to 1,000 users).	640K	$6,995 and up	IBM PC and comp.; PICK	No	Yes/free	5+/1 year	Yes/on-site, fee	Yes/free, unlimited
Target Microsystems	BULLSEYE†	Automates inquiry processing, makes follow-up assignments, measures ad paybacks, tracks each salesperson's effectiveness.	640K (hard disk)	$495-$1,995	IBM PC-XT and comp.; DOS 2.0+	Novell	Yes/free	20+/ 1.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Technical Sales & Marketing Assoc.	Sales Source Manager†	Sales lead tracking/management program.	512K	$495	IBM PC-XT, -AT, PS/2 or comp;. PC-, MS DOS	No	Yes/free	50+/ 1 year	Yes/on-off-site, fees	Yes/free, unlimited
Transoft	Capital Ideas†	Complete detailed databases of 200 venture capital companies in U.S. and Canada; generates qualified leads.	512K	$295	Mac	No	No	New	No	Yes/free, unlimited
Transoft	Franchise Finder†	Complete detailed databases of franchise companies in U.S. and Canada; qualifies leads by industry and other criteria.	512K	$99	Mac	No	No	New	No	Yes/free, unlimited
XYCAD Group	FollowUp†	Generic sales package designed to track clients; handles sales-related correspondence and reports.	384K	$249.95-$895.95	IBM PC-AT, -XT and comp.; MS-, PC DOS 2.0+	Novell	Yes/$5 & up	5,000/ 4 years	No/tutorial	Yes/one-year free
MAPPING-GEOGRAPHIC										
Geographic Data Technology	GeoSpread-Sheet	Spreadsheet integrated with computerized map for spatial analysis; county, zip code, census track information for site analysis, thematic mapping, territory planning.	640K (hard disk)	$595 - 2,490	IBM PC and comp.; DOS 3.1+	No	Yes/$35	New	Yes/on-off-site, fees	Yes/90 days free, then contract
Geographic Data Technology	MatchMaker/ GDT†	Address-to-coordinate matching system gives geographic location (longitude and latitude) for analysis and territory assignment.	640K (hard disk)	$10,000	IBM PC and comp.; DOS 3.1+	No	No	15/3 years	Yes/on-off-site, fees	Yes/1 year free, then contract
Geosoft Corp.	MapBuilder†	Thematic maps display customer locations, sales territories, other demographic information.	512K	$250-$400	IBM PC and comp.; DOS 2.1+	No	Yes/free	100+/ 4 years	No	Yes/90 days free
GEOVISION	GEOSystem: Windows on the World and GEODisk†	User can customize to own geographic and desktop map systems; can display and manipulate large quantities of vector geographic data.	640K	$595	IBM PC and comp.; MS-, PC DOS 3.2+	All major	Yes/free for requests on letterhead	1,200+/ 2 years	Yes/contract	Yes/contract
GEOVISION	TIGERTOOLS	Uses U.S. Census Bureau Tiger (topological-y integrated geographic encoding and referencing) files to process, classify, catalogue data.	1MB	$495 - $1,495	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS	All major	No	New	Yes/contract	Yes/contract
Map Information Services	MapInfo†	Mapping system analysis, displays, maps, and geographic data; performs dBase searches, address matches; shades and colors boundries; other add-ons available.	640K	$750	IBM PC-XT, -AT, and comp.; PC-, MS DOS 3.0+	Novell	Yes/free	2,000+/ 3 years	Yes/on-site, fees; off-site free	Yes/90 days free, then contract
National Planning Data	MapAnalyst†	Package analyzes and presents demographic data, U.S.G.S. roads and highways.	512K (hard disk)	$495	IBM PCs and comp.; MS-, PC DOS 3.1+	All major	No	550+/ 6 years	Yes/HQ only, free	Yes/free, unlimited
Odesta Corp.	GeoQuery	Automatically creates maps for presentation/analysis of address-based data; used for territory/site planning, direct mail, account management, sales analysis, zip code tracking, presentations.	1MB	$349	Mac+, SE, II	No	Yes/$5	3,000/ 1.5 years	No	Yes/free, unlimited
Select Micro Systems	MapMaker 4.0	Business-mapping packager for thematic mapping creates map with legends for geographic analysis.	512K	$395	Mac 512K+, SE, II	Mac comp.	Yes/$10	4,000+/ 3 years	No	Yes/free, unlimited
Street Map Software	StreetSmart†	Package designed to help plan route direction; with or without TIGER maps.	640K	$349	IBM PC and comp.; MS DOS	Novell	Yes/free	100+/ 2 years	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM. REQ.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
MAPPING-PERCEPTUAL										
Beaumont Organization	Correspondence Analysis VVS21	Perceptual mapping similar to idea product analysis.	540K	$650	IBM PC-XT, -AT or comp., DOS	No	Yes/$10	140/ 2 years	Yes/tutorial	Yes/free, unlimited
John Deighton	Correspondence Analysis†	Mapping of cross-tabulation tables; can create product positioning maps.	256K	$150	IBM PC and comp., DOS 2.0+	All major	No	100+/ 4 years	No	Yes/free
Market Action Research Software	MapWise 2.02	Executive version of correspondence analysis; tracks brand images, competitive positioning, market segmentation; presentation graphics of results.	256K (HP color plotter)	$495	IBM PC and comp.; MS DOS 2.0+	All major	Yes/free	300+-2,000/ 1 year	Yes/on-off-site, fees	Yes/30 days free, then contract
National Decision Systems	PCMap	Thematic mapping program; plots locations, targets customers, cross-references.	640K	$495	IBM PC and comp.; PC-, MS DOS 2.1+	No	No	10,000+/ 3 years	No	Yes/free, unlimited
Sawtooth Software	APM System for Adaptive Perceptual Mapping	Perceptual mapping for a variety of marketing research functions, product development, simulation, etc.	265K	$1,500-$3,000	IBM PC and comp.; DOS	No	Yes/free	350/ 2.5 years	No	Yes/free, unlimited
STSC Inc.	ATLAS* GRAPHICS Mapping Software†	Thematic mapping for sales/marketing managers to plan and monitor sales territories, measure market penetration, plan/follow up ad campaigns.	512K	$450	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/free	10,000+/ 2 years	No	Yes/free, unlimited
MARKET ANALYSIS										
Application Consulting Group	ACG Window†	Marketing and sales analysis of internal and syndicated data, reporting graphics and statistics, esp., for consumer packaged goods co.s.	640K	$15,000-$25,000	IBM PC, PS/2 and comp., DOS	LAN, Novell	No	20/2 years	Yes/included	Yes/contract
Business Research & Surveys	TABULIZER†	Survey analysis, cross-tabulation, reporting, data entry and generation.	256K	$495	IBM PC and comp., MS DOS	All major	Yes/$20	400+/ 6 years	Yes/on-site, fees	Yes/free, unlimited
CACI	Market America†	Demographic information available geographically; analyzes trade areas, sites, product mix; database.	640K	$57,000	IBM PC-AT, 286, 386, DOS 3.30	No	Yes/free	75/ 1.5 years	Yes/2 days on-site, free	Yes/free, unlimited



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SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Claritas Corp.	COMPASS†	Market analysis and mapping; integrates clients and third-party database.	640K	$15,000	IBM PC and comp., DOS 3.0+	No	Yes/free	200-300/ 2 years	Yes/on-off-site, free	Yes/free, unlimited
Donnelly Marketing Information Services	CONQUEST	Marketing system with access to demographic data on consumer businesses.	640K	$9,000	IBM PC, PS/2 and comp.; DOS 2.1+	No	No	200+/ 3 years	Yes/off-site, free; on-site, fees	Yes/free, unlimited
Donnelly Marketing Information Services	CONQUEST BusinessLINE	Marketing system with access to demographic and geographic database of over 7 million businesses.	640K	$24,000	IBM PC, PS/2 and comp.; DOS 2.1+	No	No	New	Yes/off-site, free; on-site, fees	Yes/free, unlimited
France Int'l.	GoldSpread	Integrated package with spreadsheets, data management, graphics; compatible with Lotus 1-2-3.	512K	$39.95	IBM PC, Mac+, SE, II and comp.; DOS	No	Yes/$5	10,000+/ 2 years	No	Yes/free, unlimited
France Int'l.	GoldSpread Statistical	Lotus 1-2-3 compatible spreadsheet with full range of statistical commands and functions.	512K	$79.95	IBM PC, Mac+, SE, II and comp.; DOS	No	Yes/$5	10,000+/ 1 year	No	Yes/free, unlimited
Information Resources/Javelin Products Group	EXPRESS Marketing Management System†	Product, brand, marketing, performance, sales analysis.	640K	$50,000-$150,000	IBM PC and comp.; MS DOS	All major	Yes/free	50/2 years	Yes/included	Yes/free, unlimited
Information Resources/Javelin Products Group	Javelin PLUS†	Modeling and analysis program combines spreadsheet and database; creates reports and graphs.	512K	$395-$995	IBM PC and comp.; MS DOS 2.1+	3Com, 3Plus, Novell Advanced, Token Ring	Yes/free	50,000/ 4 years	Yes/on-off-site, fees	Yes/free, unlimited
Lotus Development Corp.	Lotus 1-2-3 Release 2.2†	Analytical spreadsheet, customization of fields, publishing capabilities.	320K	$495	IBM PC or Lotus comp.; DOS 2.0+	All major	Yes/free	New	Yes/off-site, fees	Yes/free, unlimited
Management Science Assoc.	EASY†	Cross-tabulation program analyzes survey results.	512K	$2,500 & up	IBM PC and comp.; DOS 3.0+	No	No	50/2 years	Yes/on-site for installation, free	Yes/free, unlimited
Marketing Data Research	Master Tab†	Tabulates survey questionnaire data into finished tables; displays most-frequently-used statistical measures.	128K	$250	IBM PC-XT, -AT and comp.; MS-, PC DOS 2.0+	No	Yes/$40	600+/ 5 years	No/manual	Yes/free, unlimited
MaxThink	MaxThink†	Outlines commands for analytical, managerial, creative thinking; graphs the results.	300K	$89	IBM PC and comp.; DOS 2.0+	Novell	Yes/$6	20,000/ 5 years	No/cassette	Yes/free, unlimited
MediaMark Research	MEMRI†	Series of programs for analyzing survey data, cross-tabulation, and rating.	640K	$10,000	IBM PC and comp.; DOS	No	No	200/ 3.5 years	Yes/on-off-site, free	Yes/free, unlimited
Microtab	Microtab Cross Tabulation Software†	Questionnaire cross-tabulation package; summarizing reports and statistics; handles unlimited numbers of cases and variables.	256K (hard disk)	$495	IBM PC and comp.; DOS 2.0+	All major	Yes/$50	800+/ 7 years	Yes/on-site, fees	Yes/free, unlimited
Minitab	MINITAB Statistical Software†	Descriptive statistics, regression, ANOVA, discriminant analysis, principal component analysis, tabulation, distribution, time series analysis; interface with Lotus.	640K (hard disk)	$695	IBM PC and comp.; DOS 2.0+	All major	No/free trial	20,000+/ 17 years	Yes/on-site, fees	Yes/free, unlimited
National Demographics and Lifestyles	OASYS (Opportunity Analysis System)†	Marketing decision support system with detailed demographic/lifestyle profiles of geographic areas by zip code; reporting and mapping.	640K	$5,000-$35,000	IBM PC and comp.; DOS 3.0+	No	Yes/$25	15/1 year	Yes/off-site, free	Yes/free, unlimited
Oxicron Systems	Oxiscan	Marketing system for analyzing single-source scanner data or integrated databases.	512K	$995	IBM PC-XT, -AT, PS/2 and comp.; DOS 2.1+	No	Yes/$75	New	Yes/on-site, fees	Yes/30 days free
Oxicron Systems	Oxistas	Analyze single-source scanner data.	512K	$395	IBM PC-XT, -AT, PS/2 and comp.; DOS 2.1+	No	Yes/$75	New	Yes/on-site, fees	Yes/30 days free
Pilot Executive Software	Time Intelligence	Data management/analysis for sales/marketing information; time series manipulation, integrated modeling, multidimensional consolidation, color graphs, reports.	640K	$100,000	IBM PC, 286, 386; MS DOS	3Com, Novell	No	8/1 year	Yes/on-site free	Yes/free, unlimited
P-STAT	P-STAT	Statistical analysis, survey displays, data/file management, report writing, data display.	640K	$695	IBM PC-AT, -XT, PS/2 and comp.; DOS	PC NET	Yes/$125	1,000/ 4 years	No/manual	Yes/contract
Quest Management Systems	INCITE†	Market/sales planning tool uses competitive information to support operating, tactical, strategic decisions; database with text, image, numeric data.	640K (2MB hard disk)	$10,000/ site	IBM PC-AT, PS/2 model 50 or better; DOS	LAN	Yes/$25	5/1 year	Yes/included	Yes/contract
SAMI Div. of Arbitron	Decision Master†	Customized SAMI information, competitive market data, manipulation, presentation.	640K	$25,000-$50,000	IBM PC and comp; DOS	All major	No	175-200/ 2.5 years	Yes/included	Yes/included
SAMI Div. of Arbitron	Supermarket Solutions†	Demographic database of 28,600 grocery stores analyzing demographic factors and individual store facts.	20MB	$8-$15/store	IBM PC and comp; DOS	All major	No	35+/ 2 years	Yes/included	Yes/included
SDG Decision Systems	Sensitivity	Automatically performs sensitivity analysis on spreadsheet variables.	640K	$175	IBM PC, Mac II, and comp.; DOS	No	No	1,000+/ 4 years	No	Yes/free, unlimited
Select Micro Systems	aStatix†	General-purpose statistics with graphics program including full descriptive regression analysis.	512K	$349	Mac 512K+, SE, II	Mac comp.	Yes/$10	1,000+/ 1 year	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/ASE	TRAIN.	PHONE
MARKET RESEARCH										
Abacus Concepts	StatView II	Statistical analysis, color presentation graphics.	1MB	$495	Mac II, IIx, IIcx, SE30, MOS 4.2+	All major	Yes/free	5,000/ 2 years	No	Yes/free, unlimited
Abacus Concepts	StatView SE+Graphics 1.03	Statistical analysis, color presentation graphics.	1MB	$399.95	Mac SE, Mac+, MOS 4.2+	All major	Yes/free	2,000/ 1.5 years	No	Yes/free, unlimited
Abacus Concepts	SuperANOVA†	General linear modeling, color presentation graphics, analysis.	1MB	$495	Mac+, II, IIx, SE, MOS 4.2+	All major	Yes/free	New	No	Yes/contract
ACRS Division M/A/R/C	PCRS: Personal Computer Research System	Data collection management interfacing with ASCII data records, tabulations.	640K	$500-$1,000/ month	IBM PC-XT, -AT, DOS 3.2+	Proprietary LAN	Yes/free	New	Yes/on-off-site, fees	Yes/unlimited, free
Bardsley and Haslacher	Profile abc	Designs questionnaires, analyzes and cross-tabulates data; esp. for survey use.	256K	$399	IBM PC and comp., DOS 1.1	No	Yes/$75	50/3 years	No	Yes/1 year, free
Bretton-Clark	Bridger	Allows evaluations of large numbers of product features using full profile conjoint analysis.	256K	$550	IBM PC and comp., DOS	All major	No	30/1 year	No/ manual	Yes/free, unlimited
Bretton-Clark	Conjoint Designer	Produces full profile designs used in conjoint studies, product descriptions for consumer evaluations.	192K	$550	IBM PC and comp., DOS	All major	Yes/$15	350/ 4 years	No/ manual	Yes/free, unlimited
Bretton-Clark	Simigraph	Advanced market simulation analysis based on conjoint data; calibrates forecasts to current market share data.	256K	$550	IBM PC and comp., DOS	All major	Yes/$15	50/ 1.5 years	No/ manual	Yes/free, unlimited
CISIA	SPADN	Different analyses: principal component, correspondence, cluster analysis.	512K	$500	IBM PC and comp., DOS 3.0+	No	No	12/1 year	No	Yes/ limited
Computers for Marketing	PC-SURVENT†	Computer-assisted interviewing for market research.	640K	$1,458 plus monthly rental	IBM PC and comp., DOS 3.0+	Novell, ARCNET 2.1+	Yes/free	5/3 years	Yes/on-site, fees	Yes/free, unlimited
Concurrent Marketing Systems	Answer-Tabs	Data tabulation, statistics, and reporting for questionnaire or survey data; esp. for surveys up to 35,000 respondents.	640K	$1,995	IBM PC and comp.	All major	Yes/free	200/ 1.5 years	Yes/included	Yes/included
Creative Research Systems	Survey Sampler†	Creates random-digit telephone samples.	320K	$149	IBM PC-XT, -AT and comp., MS DOS	No	Yes/$25	30/1 year	No	Yes/free, unlimited

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SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN. MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRIAL PERIOD
Creative Research Systems	The Survey System†	All phases of survey research: questionnaire production, data entry, presentations, tables and charts; can work with answers to open-ended questions.	384K	$500 & up	IBM PC, MS DOS	All major	Yes/$50	1,400/ 6 years	No	Yes/free, unlimited
Crunch Software	CRUNCH	Marketing research, statistical analysis, data management.	256K	$495	IBM PC-XT, -AT and comp., DOS	All major	Yes/free	2,500/ 5 years	Yes/custom basis	Yes/free, unlimited
Data Resources	Market Scan†	Detailed coverage of U.S. industries' performance and market data.	512K	$6,000-$8,000	IBM PC and comp.; DOS 2.0+	No	Yes/free	90+/ 2 years	Yes/on-site, free	Yes/free, unlimited
Derby Micro-Computer Services	Simple Random Sample	Produces random numbers from applicable area codes and local prefixes.	256K	$49	IBM PC and comp.; DOC 2.1+	All major	No	200+/ 2 years	No/ manual	Yes/free, unlimited
Derby Micro-Computer Services	StatTech	General purpose statistical package for marketing research.	256K	$129.95	IBM PC and comp.; DOS 2.1+	All major	Yes/$5	200+/ 3 years	No/ manual	Yes/free, unlimited
Detail Technologies	Statcheck	Quick statistical calculator, allows sample-size tests.	256K	$95	IBM PC-XT and comp.	All major	No	300-400/ 3 years	No	Yes/60 days free
Digisoft Computers	The Focus Meter†	Measures and displays focus group participants' views and discussions.	512K	$4,000	IBM PC and comp.; MS-, PC DOS	All major	No	New	Yes/1 day free, then by hour	Yes/1 year free
dilithium Press	Telefacts 1†	Makes survey questionnaires; prints and displays survey results.	48K	$49.95	IBM PC-XT, Mac II, IIe, Columbia Portables, Compaq; USCDP System	No	No	1,500/ 7 years	No	Yes/free
dilithium Press	Telefacts 2	Prints and displays survey results; ranks respondents in report format.	48K	$199.95	IBM PC-XT, Mac II, IIe, Columbia Portables, Compaq; USCDP System	No	No	550/ 7 years	No/ manual	Yes/free
Management Science Assoc.	Brand Insight†	Predicts 12-month share and distribution for new product introductions; creates forecasts.	320K (color monitor)	$20,000-$25,000	IBM PC and comp.	PCNET	Yes/free	50/1 year	Yes/fees or free manual	Yes/free, unlimited
Management Science Assoc.	Price Impact†	Simulates/predicts the effect of price changes on sales; handles multiple brands, scenarios, regions.	320K (color monitor)	$15,000-$20,000	IBM PC and comp.	PCNET	Yes/free	8/4 years	Yes/ fees, or free manual	Yes/free, unlimited
Management Science Assoc.	Promotion Impact†	Analyzes supermarket scanner data, simulates/predicts effects of retail merchandising and associated price discounting on brand sales.	320K (color monitor)	$15,000-$20,000	IBM PC and comp.	All major	Yes/free	15/1 year	Yes/free manual, course fees	Yes/free, unlimited
Marketing Metrics	Verbatim Analyzer	Analyzes open-ended survey responses, searches key words, sorts by criteria, generates reports.	256K	$239.50	IBM PC-AT, -XT and comp.; DOS 2.1+	All major	Yes/$35	35+/ 2.5 years	No	Yes/free, unlimited
Marketing Software	Survey Research	Data entry, cross-tabulation, chi-square analysis, and T-tests.	640K	$195	IBM PC-XT and comp.; DOS	All DOS networks	Yes/$30	50+/ 4 years	No	Yes/free, unlimited
MAR-REL Analytics	Basic Statistics†	Collection of basic statistical functions that perform various analyses.	512K	$295	IBM PC and comp.; DOS 2.0+	No	Yes/$5	23/5 years	No	No
MicroMaps Software	HyperAtlas	Maps of the entire world, USA, 50 states and major cities with information cards on each for more detail.	128K	$99	Mac	All Mac	Yes/free	1,500/ 1 year	No/ manual	No
Nielsen Marketing Research	SCANTRACK Spaceman Transporter via SCAN*FACT PC	Translates and reports Nielsen's SCANTRACK movement and price information by major markets or retail accounts; analyzes regular or non-display sales/shelf movement.	640K (20MB hard disk)	$200/ month	IBM PC-XT, -AT, PS/2 and 100% comp.; DOS 2.1+	All major	No	New	Yes/on-off-site, fees	Yes/free, unlimited
Option Technologies	Option Finder†	Presentation/questionnaire tool assesses group opinions: multiple response pads enable participants to give anonymous responses to questions; results tabulated/analyzed by PC.	640K	$10,320 & up	IBM PC and comp.; MS DOS	No	Yes/$10	100+/ 4 years	Yes/on-off-site, fees	Yes/fees
Parker Marketing Research	Calculator Relief†	Series of spreadsheets run through Lotus that do statistical tests based on summary data: T-test, Z-test, Chi-square.	256K	$300	IBM PC and comp.; MS DOS	No	No	50+/ 1 year	Yes/free	Yes/free, unlimited
Persimmon Software	SURVEY	Interviewing program with survey prompting or type-in answers, analysis and cross-tabulation of responses.	128K	$99	IBM PC and comp.; MS DOS	Yes/not multiuser	No	100+/ 4 years	No	Yes/free, unlimited
Productive Access	mTAB Research Analysis System†	Accesses and customizes large databases; generates report/graphic capabilities, menu driven; esp. for PC-micro-mainframe use.	640K	$25,000 & up	IBM PC and comp.; PC-, MS DOS	All major	No	12+/ 3 years	Yes/included	Yes/included
Pulse Analytics	Pulse/MPC	Multiple-paired comparison analysis package used by marketing and advertising researchers to study competitive positioning of products.	512K	$300-$1,500	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/$60	100/ 3 years	No	Yes/free, unlimited
Pulse Analytics	Pulse/QUAD	Used by marketing and advertising researchers to understand customers' reactions to products.	512K	$300-$1,500	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/$60	100/ 3 years	No	Yes/free, unlimited
Pulse Analytics	Pulse/QSEG	Used by marketing and advertising researchers to do market segmentation analysis for different products/ markets.	512K	$300-$1,500	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/$60	100/ 3 years	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Pulse Analytics	Pulse/RSAMP	Used by marketing and advertising researchers to design a random sample of subsets of attributes to be studied by further surveys.	512K	$300-$1,500	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/$60	100/3 years	No	Yes/free, unlimited
Pulse Analytics	Pulse/TURF	Optimizes marketing/advertising, addresses product mix problems.	512K	$300-$1,500	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/$60	25+/1 year	No	Yes/free, unlimited
Robinson Assoc.	Compass Points†	Image management/segmentation research involving perceptual/respondent background data; stores information in disaggregated form.	640K (20MB hard disk)	$3,500	IBM PC and comp.; MS DOS 3.0+	All major	Yes/free	50/3 years	Yes/manual or on-site fees	Yes/3 hours free
Sammamish Data Systems	GeoSight 3.1†	Geographic information system for marketing research.	640K	$4,450	IBM PC-AT, 386 and comp.; MS DOS 3.1+	All major	No	75+/4 years	Yes/included	Yes/included
Sawtooth Software	Convergent Cluster Analysis System	Groups survey repondents with similar characteristics into identifiable clusters from strategic target marketing.	265K	$1,000	IBM PC and comp.; DOS	No	Yes/free	25/1.5 years	No	Yes/free, unlimited
The Scientific Press	Marketing Mix Analysis with Lotus	Teaches using spreadsheet software to understand and solve problems when analyzing marketing mix allocations.	256K (need Lotus)	$37.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	50+/2 years	No	Yes/free, unlimited
SKOPOS Corp.	Survey Processor†	Uses unlimited number of response scales/demographic groupings, prepares/analyzes comprehensive market/product surveys, applies scanner input data to any report.	2 MB	$3,500	IBM PC-AT; MS DOS	Unix, EMS	Yes/free by modem	100/1 year	Yes/on-off-site fees	Yes/60 days free
Sophisticated Data Research	GEMS	Used for focus groups or private panel analysis and management.	512K	$1,500 & up	IBM PC-XT and comp.; DOS 2.0+	No	Yes/free	18+/5 years	No	Yes/free, unlimited
Stolzberg Research	Market Research†	Program for polling, marketing research, tallying survey results with automatic error detection.	256K	$180	IBM PC-AT, -XT, Mac II; MS-, PC DOS	All major	Yes/$35	300+/10 years	No	Yes/free, unlimited
Suburban Software	The Cards	Database of individuals/families with detailed demographic information and product usage habits/histories.	512K	$1,995-$2,995	IBM PC and comp.; MS DOS	All major	Yes/free	15+/2.5 years	Yes/on-off-site, fees	Yes/6 months free
SumQuest	SumQuest	For marketing research groups to process/analyze questionnaire survey data.	512K	$595	IBM PC and comp.; MS-, PC DOS 2.0+	All major	Yes/free	250/3 years	No/manual	Yes/free, unlimited
SURVEYTAB	SURVEYTAB	Cross-tabulating of consumer marketing research data.	64K	$499	IBM PC-AT, XT, PS/2, Mac 512+, SE, II; DOS	No	Yes/$20	300+/8 years	No/manual	Yes/free, unlimited
Tarp Information Systems	Customer Response Information System (CRIS)†	Automated contact tracking/reporting; produces reports on frequency, volume, and cross-tabulated information.	640K	$15,000 & up	IBM PC and comp.; Unix, DOS	LAN	Yes/free	60/6 years	Yes/included	Yes/included
TBX Inc.	Quik-Pol	Survey program produces questionnaires and tabulates information.	256K (hard disk)	$495	IBM PC-XT; MS DOS	All major	Yes/$5	55+/1 year	No	Yes/free, unlimited
TMS Systems	Coder†	Help user create/modify/code a questionnaire.	256K	$69.95	IBM PC and comp.; DOS	All major	Yes/$15	New	Yes/on-site, fees	Yes/6 months free
Walonik Assoc.	StatPac Gold†	Statistical analysis/forecasting software for marketing research; window, graphs, database.	256K	$595	IBM PC-AT, XT and comp.; MS DOS 2.0+	All major	Yes/evaluation copy $50	9,000+/9 years	Yes/on-off-site, fees	Yes/free, unlimited
Walonik Assoc.	StatPackets†	Statistical analysis routines, add-ons to Lotus, 23 separate modules and 5 vertical market bundles.	256K	$24.95-$573.85	IBM PC-AT, XT and comp.; MS DOS 2.0+	All major	No	8,000/3 years	No	Yes/free, unlimited
World Research Systems	CUBE	Menu-oriented report writer for end users of research projects.	512K	$200 & up	IBM PC and comp.; DOS	Novell	Yes/free	12/1 year	No	Yes/free
MARKETING MANAGEMENT										
Interactive Systems	OmniTrac†	Maintenance program for salespeople and managers generating call lists, management reports, mailing lists; does multi-product forecasting and tracking.	640K (hard disk)	$1,200	IBM PC-AT, -XT and comp.; DOS 3.0	PCNET, Novell	Yes/free	180/5 years	Yes/on-site, fees	Yes/fees
Management Science Assoc.	Profile Marketing Workstation†	Customer/prospect information file integrates mapping, cross-tabulation, household selection, word processing, spreadsheets, graphics.	640K	$10,000-$20,000	IBM PC and comp.; DOS 3.2+	Novell	Yes/free	50/1 year	Yes/included	Yes/free, unlimited
Maryland Interactive Technologies	The Business Disc	Sophisticated simulation leads user through the steps of planning and managing a small business.	512K (laser disk)	$2,995	IBM PC and comp.; MS DOS	No	No/2-week loan	150/2 years	No	Yes/free, unlimited
Realty Systems	REAL/Easy Analysis	Sales/marketing management tool; esp. for real estate industry.	640K (hard disk)	$795	IBM PC and comp.; DOS 3.1+	Novell	Yes/$39.50	1,200/11 years	Yes/on-site, fees	Yes/30 days free
The Sachs Group	THE MARKET PLANNING†	Customized integration of functions: forecasting, database management, cross-tabulation, mapping, graphing, communications; esp. for medical sales reps/managers.	640K (20MB hard disk)	$30,000	IBM PC-AT, PS/2 and comp.; DOS 3.0+	All major	No	175+/3 years	Yes/included	Yes/free, unlimited
SUCCESSware	Executives Market Decision Kit†	Helps managers target markets, price products, select ad programs, prioritize sales leads.	256K	$299	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	300+/1 year	No	Yes/free, unlimited
Technology Development	SalesMaker	Marketing management, sales management, automatic fulfillment, telephone sales, planning, reporting.	640K	$3,995	IBM PC and comp.; MS-, PC DOS 3.0+	All major	No	110/1 year	Yes/on-site included	Yes/1 year free, then contract

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MARKETING PLANNING										
Execucom Systems	IFPS Personal	Complete business planning, analysis, modeling.	512K	$895	IBM PC and comp.; DOS 3.0+	All major	Yes/free	12,000/ 6 years	Yes/off-site, fees	Yes/contract
Experience in Software	The Idea Generator Plus	Unique brainstorming tool to develop ideas and solutions to problems in marketing and sales planning.	256K	$195	IBM PC; DOS 2.0+	No	Yes/$10	6,000/ 4 years	No	Yes/free, unlimited
Lawco	Zip Action Plan†	Research package outlines goals/objectives in terms of strategies, resources, activities.	128K	$198.98	IBM PC and comp.; DOS 2.0+	No	No	1,500/ 3 years	No	Yes/30 days free
MarketWorks	The Marketing Manager†	Program guides user through the process of producing a marketing plan.	256K	$299	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0+	All major	Yes/$20	5,000/ 1.5 years	Yes/disk	Yes/free, unlimited
RightNICHE	RightNICHE	Helps develop effective advertising/marketing strategy; works with Pagemaker templates to mock up ads.	Mac Hypercard 1.2.2	$89.95	Mac+, SE, II	No	Yes/free	1,000+/ 1 year	No/manual	Yes/free, unlimited
The Sachs Group	MP Target†	Health care consumer-targeted marketing, segmentation, media preference.	640K (20MB hard disk)	$7,500	IBM PC-AT, PS/2 and comp.; DOS 3.0+	All major	No	New	Yes/included	Yes/free, unlimited
Scarsdale Marketing	PROPLANSYS†	Promotion planning program designed to help consumer and trade promotion planners improve their control.	240K	$2,900	IBM PC and comp.; MS-, PC DOS 2.1+	No	No	50+/ 6 years	Yes/on-site, fees	Yes/30 days free
SUCCESSware	Marketing Edge 4†	Esp. for product managers: 16 decision-enhancing marketing planning applications that work with Lotus 1-2-3.	256K	$399	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	10,000+/ 3.5 years	No	Yes/free, unlimited
SUCCESSware	Target Market Selector†	Helps managers prioritize/target markets.	256K	$199	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	1,500+/ 1 year	No	Yes/free, unlimited
Symantec	MORE II	Advance planning, writing, desktop presentations.	1MB	$395	Mac+, SE, SE/30, II, IIx, IIcx	No	Yes/free	New	No	Yes/free, unlimited
MEETING PLANNING										
ACEware Systems	Conference Coordinator	Registration management providing invoices, confirmations, name tags, mailing labels, reports, financial statistics.	640K	$995 - $1,895	IBM PC-AT and comp., MS DOS	All major	Yes/$25	50/5 years	Yes/off-site, one day free	Yes/one year, free
Administrative Headquarters	Trip Mate†	Simultaneously tracks and registers up to 96 groups of people in 9 cities by hotel, room, arrival, and departure details.	640K	$1,995-$3,495 & up	IBM PC and comp.; DOS	All major	Yes/$15	14/1 year	Yes/on-off-site, fees	Yes/60 days free, then contract
Applied Econometrics	MOST†	Automates convention sales and marketing, call tracer, tickler, account data, call reports, recommended for IACVB members.	640K	$6,000 (IACVB members)	IBM PC; DOS	LAN	Yes/free	10/1 year	Yes/on-off-site, fees	Yes/fees
The Association Store	Lil Badger System†	Badge making, housing reports, airline manifest, conference bookkeeping, preregistration, custom fonts and logos.	256K	$295-$595	IBM PC and comp.; DOS	LAN	Yes/$25	50+/ 4 years	No/on screen	Yes/free, unlimited
Aztech	Central*Ware†	Customized demographic database, labels, rosters,	640K	$695	IBM PC and comp.; DOS	Novell	Yes/free	50/6 years	Yes/included	Yes/free, unlimited
Aztech	Conference* Ware†	Unlimited tracking of conferences, events, fees, participants, payment history, hotels; produces badges, tickets, reports, bills.	640K	$1,995 & up	IBM PC and comp.; DOS	Novell, ICHost	Yes/free	25/3 years	Yes/included	Yes/free, unlimited
Aztech	Note*Ware†	Equivalent to Post-it notes; esp. for meeting planners.	640K	$695	IBM PC and comp.; DOS	Novell	Yes/free	15/ 1.5 years	Yes/included	Yes/free, unlimited
CME Assoc.	Complete Meeting Manager	Tracks attendees; prints name tags, diplomas, mailing lists.	512K	$2,995	IBM PC and comp.; DOS 2.0+	IBM PCLAN, Novell	No/evaluation, $200	30+/ 2 years	No/manual	Yes/1 year free
Computer Solutions & Development	ConEx Conference Express†	Financial details of registration: payments, sessions per conference.	540K	$1,995-$4,995	IBM PC and comp.; DOS	Novell	Yes/free	36/ 2.5 years	Yes/on-site fees	Yes/contract
Computer Solutions & Development	MemEx Member Express†	Organizes accounting, billing, mailing labels, form letters.	540K	$1,995-$4,995	IBM PC and comp.; DOS	Novell	Yes/free	48/3 years	Yes/on-site fees	Yes/contract
Convention Central	DecoWest†	Maintains data for convention attendance: hotels, air/ground arrangements, events; detailed reports for suppliers.	512K	$3,500	IBM PC and comp.; DOS	No	No	New	No/manual	Yes/3 months free
Dynamic Software Systems	DSS/Exact	Prospective client and lead tracking; convention management, registration, speakers' bureau database; integrated accounting applications.	1MB	$1,000-$2,500	Wang VS under PACE	LAN	No	New	Yes/on-site, free	Yes/free, unlimited
ETS Center	Name Processor†	Database for handling names/addresses for mailing lists and meetings; prints labels, badges, logos.	256K	$149	IBM PC and comp.; DOS	Novell	Yes/free	2,000+/ 5 years	No	Yes/free, unlimited
G.G. Tauber	Badgepro	Makes badges, customizes logos; three fonts, six points sizes.	640K (½MB printer)	$395	IBM PC and comp.; DOS	All major	Yes/free 10-day trial	36/1 year	No	Yes/free, unlimited
International Conference Management	Event Manager Series†	Registers individuals for unlimited events and sessions; tracks attendees, speakers, exhibitors, vendors, hotels, rates, room types, and reservations; accounting.	640K (hard disk)	$2,995-$5,995	IBM PC and comp.; DOS	Token Ring, Novell, 3Com	Yes/free	5/1 year	Yes/on-off-site, fees	Yes/free until up and running

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
K/M Data Systems	K/M Registrar + †	Registers participants' activities, fees, and show income; produces 15 reports and bills; modules for academic applications.	520K	$995-$1,995	IBM PC and comp.; MS DOS	Novell; IBM Token Ring	Yes/$14.95	50 + / 5 years	Yes/on-site, fee	Yes/free
Marketech Int'l.	MSSP: Meeting Site Select Program	Optimizes expenses in selecting travel arrangements, meeting sites, food, lodging.	132K	$265	IBM PC and comp.; MS DOS	No	Yes/$10	300/ 2 years	No	No
Mastr.Soft	Conference Auto-Ministrator†	Tracks conferences, hotels, attendees, speakers; billing.	640K	$2,495	IBM PC and comp.; MS DOS	No	Yes/$55	50/6 years	Yes/on-off-site, fees	Yes/contract
Peopleware	ListPro	Mailing list and professional credit tracking system for past registrants; transcripts, direct mail labels, letters.	512K (hard disk)	$745-$1,495	IBM PC and comp.	All major	Yes/$50	300/ 8 years	Yes/on-off-site fees	Yes/contract
Peopleware	MeetingPro II†	Integrated registration management system for seminars and conferences; report generator, lists, letters, typeset quality badges.	512K (hard disk)	$995-$3,995	IBM PC and comp.	All major	Yes/$50	400/ 8 years	Yes/on-off-site fees	Yes/contract
Peopleware	NameTags Plus†	On-site and premeeting system produces typeset quality badges, certificates, table tents; exports to word-processing systems for personalized confirmations.	512K (hard disk)	$245-$445	IBM PC and comp.	All major	Yes/$50	125/1 year	No	Yes/contract
Peopleware	Speaker Scheduling System†	Integrated speaker/instructor/event scheduling system; database with speaker bios, fees, evaluations.	512K (hard disk)	$745-$1,495	IBM PC and comp.	All major	Yes/$50	New	No/tutorial	Yes/contract
Phoenix Solutions	MeetingTrak†	Meeting registration tracks registrants, sessions, events; creates name tags; mail-merge; financial reports.	480K	$1,995/ user	IBM PC and comp.	Novell, 3Com, Ethernet, Token Ring	Yes/free	700/ 5 years	Yes/on-off-site, fees	Yes/free, unlimited
System Dynamics	CRIS: Conference Registration Information System†	For small and medium-sized conferences (up to 5,000 participants); program generates participant reports, tracks fees, breaks participation into categories.	256K	$700	IBM PC and comp.; MS-, PC DOS 2.0 +	No	No/30-day guarantee	180 + / 5 years	No/tutorial	Yes/free, unlimited
Topitzes and Assoc.	E-2/Tag	Prints name tags, certificates, table tents, overheads for presentations.	128K	$99	Mac IIe, IIc and comp.	No	Yes/free for 20 days	150/ 3 years	Yes/ phone only	Yes/½ hour free
Topitzes and Assoc.	PC/Nametag I, II & III†	Name-tag and database registration software; stores/sorts on 18 fields; generates typeset quality name tags and certificates; mailing labels, reports; import/export.	256K-384K	$299-$599	IBM PC, Mac and comp.; DOS	No	Yes/free for 20 days	1,670 + / 4 years	Yes/ phone only	Yes/½ hour free
Travaco Management Systems	Meeting Manager Plus	Consolidates/tracks: arrivals/departures, accommodations, transportation, food/beverages, programs, recreation/entertainment; on-site computer reports, electronic notepads, and spreadsheet capabilities.	640K	$5,995	IBM PC and comp.; DOS 3.0 +	All major	No	23/2 years	Yes/off-site, included	Yes/included

PERSONAL MANAGEMENT

Abend Assoc.	CallBack	System for salespeople/managers to track phone calls and action taken.	2MB	$695 & up	Oracle RDBMS	All major	No/$59 trial copy	75/1 year	Yes/on-site, fee	Yes/30 days free
Brightbill-Roberts	HyperPAD	Daily, monthly, yearly calendar; phone/addresses, expense tracking, graphics.	384K	$99.95	IBM PC and comp., DOS 2.1 +	All major	Yes/free	New	Yes/off-site	Yes/free, unlimited
Britz Publishing	Eight-in-One	Desktop organizer, outlines for writing, word processor, spreadsheets, database, graphics.	384K	$59	IBM PC and comp., DOS 2.1 +	No	Yes/$59	150,000/ 2 years	No/ manual	Yes/free, unlimited
Campbell Services	Reminder Plus	Time and management program, follow-up, mini database.	340K	$239	IBM PC and comp., MS DOS 2.1	No	Yes/free	5,000 + / 2 years	Yes/ phone only	Yes/free, unlimited
Campbell Services	Reminder System	Time and management program, follow-up.	256K	$99	IBM PC and comp., MS DOS 2.1 +	No	No/evaluation copy	12,000/ 5 years	Yes/ phone only	Yes/free, unlimited
DAC Software	Rolodex Live†	Memory resident personal information manager.	256K	$49.95	IBM PC and comp.; DOS 2.1 +	No	No	10,000/ 1 year	No	Yes/contract
DayFlo Software	DayFlo TRACKER	Database for text and data, modifiable forms and reports; esp. for managers.	384K	$195	IBM PC or comp.; DOS 2.1 +	All major	Yes/$20	10,000 + / 3 years	Yes/on-site, fees	Yes/free, unlimited
Lawco	Decision Aids	To-do list, calendar, criteria rank, alternative routines.	128K	$99.95	IBM PC and comp.; DOS 2.0 +	No	No	1,500/ 3 years	No	Yes/30 days free
People and Contacts	People and Contacts	Maintains personal calendar of contacts/schedules, telemarketing support with auto-dial, direct mail support with labels, prints rolodex cards.	384K	$197	IBM PC and comp.; DOS 2.0 +	No	No	1,000/ 3 years	No	Yes/ 1 year free
Performer Systems	PERFORMER	Integrated program for salespeople organizes/tracks time schedules, contacts, client information.	640K	$149.95-$295	IBM PC and 100% comp.	All major	Yes/$15	New	Yes/on-site, fees	Yes/30 days free
Polaris Software	Polaris PackRat	Personal information manager organizes appointments, calendar, data; telephone dialer.	512K (hard disk)	$395-$695	IBM PC, PS/2 and comp.; MS DOS, OS/2	All major	Yes/$15	3,000 + / 1 year	Yes/free tutorial or on-site, fees	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Popular Programs	Pop-Up DeskSet Plus	System combines two word processors, address book, schedules, financial calculator, alarm clock, phone dialer.	20K	$69.95-$129.95	IBM PC-XT, -AT and comp.; DOS 2.0+	Novell	No	400,000/ 7 years	No	Yes/free, unlimited
Popular Programs	Pop-Up Today	Daily, weekly, monthly to-do lists; automatically sorts any field.	40K	$39.95	IBM PC-XT, -AT and comp.; DOS 2.0+	Novell	No	20,000/ 3 years	No	Yes/free, unlimited
Spinnaker Software	Résumé Kit	Formats résumés, produces fonts for typeset look; database for contacts, calendar, full word processer.	384K	$49.95	IBM PC and comp.; DOS 2.1+	No	Yes/free	40,000+/ 1 year	No	Yes/free, unlimited
Star Software Systems	Venture—The Entrepreneur Handbook†	Database and word processor with business plans/documents, spreadsheets, double entry general ledger, graphics.	512K	$349	IBM PC and comp.; MS DOS 3.0+	All major	No/video $19.95	New	Yes/on-site, fees	Yes/30 days free, contract
Symmetry Corp.	Acta	Desk accessory: outlines, plans, organizes, sorts.	512K	$129	Mac+; Mac 6.0+	All major	Yes/$5	30,000+/ 3 years	No/ manual	Yes/free, unlimited
Valor Software	Info-XL†	Combines/links/stores unlimited amounts of personal/business data; client management, research, letters.	384K	$295	IBM PC and comp.; DOS 2.0+	No	Yes/free	5,000+/ 2 years	Yes/on-off-site, fees	Yes/free, unlimited
PRICING										
Information Science Assoc.	System Quote†	Creates custom quotes and proposals for product, maintenance, leasing agreements; quotation analysis; technical information library.	640K	$695	IBM PC and comp.; DOS 3.0+	Novell	No/video, $25	350/ 3 years	No	Yes/ contract
Marketools	GRUNT-WORKS†	Forecasting, pricing, promotion, evaluation of products/sales in a marketing context.	256K	$395	IBM PC-XT, -AT and comp.; DOS	All major	No	100+/ 3 years	Yes/on-off-site fees	Yes/free, unlimited
The Sachs Group	The Contract Planner†	Models/alternative pricing strategies for contracts.	640K (20MB hard disk)	$35,500	IBM PC-AT, PS/2 and comp.; DOS 3.0+	All major	No	New	Yes/ included	Yes/ free, unlimited
SUCCESSware	Pricing Edge†	Helps set optimum competitive prices for new products, assists with repositioning of prices for existing products.	256K	$199	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	700+/ 1 year	No	Yes/free, unlimited
PRODUCT MANAGEMENT										
AGS Management Systems	MULTI/CAM	Integrated systems development and product management.	640K	$4,000	IBM PC and comp., DOS 2.0+	LAN	Yes/free	450/ 3 years	Yes/on-site, fees	Yes/free, unlimited
Apian Software	Decision Pad	Interactive worksheets help customers make choices, produce data for analysis.	256K	$195	IBM PC and comp., DOS 2.0+	All major	Yes/$10	1,000+/ 2 years	Yes/on-off-site, fees	Yes/ unlimited, free
Applied Systems and Technology	TrAid-Names	Interactive program creates new products, services, business names.	512K	$159	MAC and IBM PC and comp.; MOS or MS DOS	All major	No	300+/ 2 years	No/ manual	Yes/free, unlimited
Caddylak Systems	On Schedule	Planning-and-scheduling program creates schedules, assignments, tasks for large projects.	256K	$89.95	IBM PC and comp., DOS 2.0+	No	No	3,000/ 2 years	No/ tutorial	Yes/free, unlimited
Caddylak Systems	Take Stock†	Comprehensive inventory system tracks prices and vendor information for 3,200 items in 19 categories; prints purchase orders and labels.	256K	$89.95	IBM PC and comp., DOS 2.0+	No	No	New	No	Yes/free, unlimited
Information Resources	Apollo Space Management System	For suppliers to address merchandising efficiency; financial analysis; traffic flow.	1.5MB plus 640K	$35,000-$40,000	IBM PC and comp.; MS DOS	No	No	700/ 5 years	Yes/on-off-site, fees	Yes/ contract
Information Resources	Laptop Apollo	Store-level merchandising; information entry and analysis.	640K	$8,000	All major laptops	No	No	50/1 year	Yes/on-off-site, fees	Yes/ contract
Information Resources	TotalStore Apollo	Merchandising analysis and support.	640K	$10,000	IBM PC and comp.; MS DOS	No	No	200/ 2 years	Yes/on-off-site, fees	Yes/ contract
Management Control Systems	PROMASTER: Project Evaluator	Systematizes gathering of market data and costs for starting a new product.	512K (hard disk)	$89	IBM PC and comp.; DOS 2.0+	No	No	250+/ 3 years	Yes/on-site, fees	Yes/ 45 days free
MarketWare	Pegman A. I. (Automated Intelligence)	Automatically organizes regularly and irregularly shaped products into space optimized planograms; tracks and displays inventory.	640K	$9,600	IBM PC and comp.	All major	Yes/$100	New	Yes/on-site, fees	Yes/free, unlimited
MarketWare	Pegman Plus	Retail space management allows presentation quality planograms of carded, boxed, and shelved products up to 32'.	640K	$5,600	IBM PC and comp.	All major	Yes/$60	New	No	Yes/free, unlimited
Sage Worldwide	accuSPACE Shelf Manager†	Organizes shelf space/position, calculates DPP by products/categories/square feet/return-per-linear-foot.	684K	$6,778 and down	IBM PC and comp.; DOS	No	Yes/free	100+/ 1.5 years	Yes/on-site fees	Yes/ contract
Sawtooth Software	ACA System for Adaptive Conjoint Analysis	Conjoint trade-off analysis for product development, simulates impact on market share of changes in product features/prices.	265K	$1,500-$3,000	IBM PC and comp.; DOS	No	Yes/free	750/ 4 years	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
SPAR	SPARTRAC†	Organizes in-store factors and assesses their impact on clients'/competitors' products.	640K	$10,000 & up	IBM PC-AT and comp.; MS DOS	All major	Yes/$5	150+/ 5 years	Yes/ included	Yes/ included
TBX Inc.	FasTRACK	Traffic management system tracks 1,000 products at once.	256K (hard disk)	$995	IBM PC-XT, MS DOS	All major	Yes/$5	6+/ 2 years	No/ manual	Yes/free, unlimited
Vocam Systems	SHIPTRAC'R Autoplanner	Manages vendor deliveries, customer shipments, route planning, freight and bill audits/claims; analysis.	640K	$2,000	IBM PC-AT and comp; MS-, PC DOS 3.3	All major	Yes/$25	45+/6 years	Yes/on-off-site, fees	Yes/free, unlimited
PROJECT MANAGEMENT										
AGS Management Systems	WINGS/PC	Multiuser project management and budgeting system with scheduling and cost capabilities.	640K	$3,900-$9,995	IBM PC and comp.; DOS 2.0+	LAN	Yes/free	200/ 4 years	Yes/on-site, fees	Yes/free, unlimited
Chronos Software	WHO-WHAT-WHEN	Person, project, time management; generates reports; builds time lines; mailing list; auto-dialer.	512K	$295	IBM PC and comp.; DOS 2.0+	No	Yes/free	35,000/ 1.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Chronos Software	WHO-WHAT-WHEN ENTERPRISE	In real time: person, project, time management; generates reports; builds time lines; mailing list.	640K	$695	IBM PC and comp., DOS 3.1+	Novell, LAN	Yes/free	New	Yes/on-off-site, fees	Yes/free, unlimited
Computer Aided Management	ViewPoint Project Management Software	Project planning and scheduling, resource and cost analysis, tracking and reporting, multiple calendars, diagrams.	512K	$2,990	IBM PC and comp.; DOS 2.1+ (hard disk, color monitor)	LAN, Novell, 3Com, Banyan	Yes/free	10,000/ 4 years	Yes/ off-site, 3 days free	Yes/free, unlimited
Digital Marketing	MILESTONE	Business project planning.	128K	$99	IBM PCs and comp.; DOS 2.0+	All major	No	12,000/ 8 years	No	Yes/free, unlimited
InstaPlan	InstaPlan†	Planning tool for project management and spreadsheet; produces overheads and handouts.	640K	$99-$495	IBM PC and comp.; DOS 2.1+	Novell	No/30-day free trial	30,000/ 3 years	Yes/on-site, fees	Yes/free, unlimited
Symantec	TimeLine 3.0†	Project management program helps track time/resources; outlining, resource-driven scheduling, resource leveling and histogramme.	640K	$595	IBM PC and comp.; MS-, PC DOS 3.0+	All major	Yes/free	150,000/ 5 years	Yes/on-site, fees	Yes/free, unlimited
SALES ANALYSIS										
SPAR	SPAR†	Assists sales manager in assessing incremental changes in promotional programs, analyzes/forecasts effects.	640K	$20,000 and up	IBM PC-AT and comp.; MS DOS	All major	Yes/$5	20+/ 3 years	Yes/ included	Yes/ included
Spring Systems	MktSim Marketing Simulation 2.2†	Collects data on competitors, plays "what if" with marketing mix variables for planning/forecasting, hypertext on-line documentation.	256K	$249.95	IBM PC and comp.; MS DOS, OS/2	All major	Yes/trial, $20	New	Yes/on-site, fees	Yes/free until up and running
Spring Systems	Turbo Spring Stat 3.0†	Twenty modules for complete data management from elementary statistics to multivariant procedures, time series.	385K	$39.95-$469.95	IBM PC and comp.; MS DOS, OS/2	All major	Yes/trial, $15	New	Yes/on-site, fees	Yes/free until up and running
SPSS	SPSS/PC+†	Advanced statistics, table building, time-series analysis, forecasting, graphics, mapping, conjoint/correspondence analysis.	512K	$795	IBM PC and comp., MS-, PC DOS	All major	No	28,000/ 5 years	Yes/on-site, fees	Yes/free, unliminted
Strawberry Software	A-CROSS	Survey research/questionnaire data-analysis system works with dBase/Lotus/mainframe data.	512K (hard disk)	$995	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0+	All major	Yes/free	1,000+/ 2.5 years	Yes/on-site, fees	Yes/free, unlimited
TOM Software	System IV†	Tracks/analyzes sales/commissions; performs other sales/marketing functions including split commissions.	56K	$1,000 & up	IBM PC-XT, -AT, PS/2 and comp.; MS/Super DOS	Novell	No	5,000+/ 2 years	Yes/on-off-site, fees	Yes/ contract
Tronsoft	The Profit Center†	Sophisticated business analysis using real-time graphing and break-even analysis; forecasts with or without complete information.	512K	$695	Mac	No	No	New	No	Yes/free, unlimited
Zone1	Hyper-XCall	Using FORTRAN subroutines compiled with MacFortran, program creates market-models and simulations for analysis.	1MB	$99	Mac+, SE, II; Mac 4.1+	AppleTalk	No	New	No	Yes/free, unlimited
SALES & MARKETING										
Advanced Marketing Systems	CAS†	Customized marketing and sales automation for medium/large co.s; prospecting, telemarketing, lead tracking, order entry, sales forecasting, account management.	640K	$2,500	DEC PC and comp.	All major	No	2,500/ 5 years	Yes/on-off-site, fees	Yes/free, unlimited
Argonaut Systems	Sales Commission Tracker†	Tracks sales commissions from direct and distributor sales, analyzes sales activity.	512K	$45	IBM PC and comp.; MS DOS	No	Yes/$5	New	No	Yes/free, unlimited
Gateway Systems	SYNERGIST†	Custom applications for all sales force automation modules; built-in database, catastrophic recovery capabilities.	512K	$1,500-$15,000	IBM PCs and laptops	No	Yes/free	60+/ 5 years	Yes/on-off-site, fees	Yes/free unlimited

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Green Light Software	Client Portrait†	Organizes client information for marketing purposes; identifies conflicts of interest.	512K	$6,950	Mac	All major Mac	Yes/$10	50-100/ 2 years	No/ manual	Yes/free, unlimited
Mel Long Assoc.	Combi-Names II	Helps manager create names for new products, services, companies.	320K	$99	IBM PC-XT, -AT, PS/2 and comp.; DOS 2.1+	No	Yes/$10	168/ 1.5 years	No	Yes/free, unlimited
SimplSoft Products	The Unspreadsheet†	English-language calculator with 100 applications for sales/marketing management.	256K	$49.95	IBM PC and comp.; DOS 2.0+	All major	No	15,000/ 4 years	Yes/on-off-site, fees	Yes/free, unlimited
Tronsoft	Business Power of Attorney†	Document processor with an exhaustive library of customizable business forms on topics like sales/distribution agreements, purchase agreements, employment-service-confidentiality agreements)	512K	$1,495	Mac	No	No	New	No	Yes/free, unlimited
SALES & MARKETING ANALYSIS										
Market Statistics	GIS: Geographic Information System†	Package can analyze information and sales data for any geography in U.S., including your own sales territories or future sites, and then easily manipulate them geographically; results can be displayed on a screen, map, or spreadsheet.	640K	$5,950-$50,000	IBM 286, 386, and comp.; DOS 3.3	All major	No	25/ 2 years	Yes/2 full days on site, free	Yes/free, unlimited
Market Statistics	YMC: Your Marketing Consultant-Consumer†	Thirty nine consumer variables for all counties, metros, ADIs, DMAs or, your sales territory; sets sales goals, measures market performance.	512K	$1,000	IBM PC and comp.; DOS 2.1+	No	No	200/ 4 years	No	Yes/free, unlimited
Market Statistics	YMC-BTB: Your Marketing Consultant-Business-to-Business†	Thirty-nine business-to-business variables for all counties, metros, ADIs, DMAs, or your sales territory; sets sales goals, measures market performance.	512K	$1,000	IBM PC and comp.; DOS 2.1+	No	No	100/ 4 years	No	Yes/free, unlimited
SALES FORECASTING										
Application Consulting Group	ACG Forecast Window†	Integrated sales forecasting with automated statistical calculations, reporting, and graphics; esp. for consumer packaged goods co.s.	640K	$30,000	IBM PC, PS/2 and comp., DOS	LAN, Novell	No	4/1 year	Yes/ included	Yes/ contract
Business Forecast Systems	Forecast Pro†	Forecasting by taking historical data that is extrapolated to future.	512K	$495	IBM PC and comp., DOS	No	Yes/free	500+/ 2 years	Yes/on-off-site, fees	Yes/free, unlimited
Business Forecast Systems	Foresee	Forecasting for Lotus 1-2-3.	640K	$149.50	IBM PC and Lotus 1-2-3	No	No	New	No	Yes/free, unlimited
Free World Marketing	ForeCaster†	Forecasts projected sales for field territory reps by month, product, manufacturer.	256K	$395	IBM PC; DOS 2.0+	All major	Yes/$25	New	Yes/on-site, fees	Yes/ 90 days free, then contract
Management Science Assoc.	Market Impact†	New product sales forecasting, concept evaluation, planning and control.	512K (1.6MB hard disk)	$10,000-$12,500	IBM PC and comp.; DOS 2.1+	No	Yes/free	50/3 years	Yes/on-site for installation, free	Yes/free, unlimited
Market Engineering Corp.	Crystal Ball	Forecasting program uses "MonteCarlo" simulation to graphically illustrate the entire range of results for a particular situation; built-in spreadsheets.	1MB	$395	MAC+, SE, II, IIcx, IIx, SE30	MAC comp.	Yes/$10	1,000+/ 1 year	No/consulting	Yes/free, unlimited
MarketWorks	The Sales Forecaster	Produces three types of sales forecasts without Lotus 1-2-3: most likely, expected value, and risk analysis.	256K	$349	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0+	No	Yes/$20	New	Yes/disk	Yes/free, unlimited
Resource N	Plans 'n Totals†	Forecasting tool with budgeting, financial planning applications.	512K	$99	IBM PC and comp.; DOS 2.0+	All major	Yes/$5	6,000/ 5 years	No/ manual	Yes/fees
Scientific Computing Assoc.	PC-UTS	Forecasting and time-series analysis using Box-Jenkins methodology.	640K (hard disk)	$745	IBM PC, Mac and comp.; DOS, OS/2	No	No	500+/ 3 years	No	Yes/free, unlimited
SmartSoftware	SmartCasts II†	Forecasting tool for sales/marketing managers with expert system graphics and data analysis; projects sales, demand, costs, revenues.	256K	$495	IBM PC and comp.; MS-, PC DOS	All major	Yes/$15	3,500+/ 5 years	Yes/off-site, fees	Yes/free, unlimited
SmartSoftware	SmartForecasts II BATCH/300†	BATCH processing for large forecasting jobs handles 300 items per file, reads/writes ASCII, DIF, Lotus, Symphony.	640K (hard disk)	$2,500	IBM PC-XT, AT and comp.	All major	No	New	Yes/off-site, fees	Yes/free, unlimited
Solar Additions	Prospect Management System†	Custom-developed for client's specifications on sales forecasting, sales management applications.	1MB	$1,500 & up	IBM, Mac; MS DOS	All major	No	14/9 years	Yes/ included	Yes/ included
SPAR	SPARCAST†	Forecasting system takes into account the effects of current events on marketing strategy.	640K	$10,000 & up	IBM PC-AT and comp.; MS DOS	All major	Yes/$5	New	Yes/ included	Yes/ included
Symantec	The Budget Express	Tailors Lotus 1-2-3 for forecasts and other planning applications.	64K	$149	IBM PC-XT, -AT, PS/2 and 100% comp.; Lotus 1-2-3	All major	Yes/free	New	No	Yes/free, unlimited
Technical Sales & Marketing Assoc.	FORECASTER†	Sales forecasting program for manufacturers or distributors/reps who sell products/services.	512K	$495	IBM PC-XT, -AT, PS/2 or comp;. PC-, MS DOS	No	Yes/free	New	Yes/on-off-site, fees	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
TeLevell	TeleSell-Sales Manager Module†	Develops strategies, identifies trends, forecasts sales by product/customer/rep/territory/division; fully customizable reports.	640K	$595-$1,295	IBM PC and comp.; PC DOS 3.0 +	3Com, MSNet, Novell	No	40/1 year	Yes/on-off-site fees	Yes/free, unlimited
TMS Systems	Easy Caster†	Menu-driven forecasting package incorporates 10 forecasting techniques and 4 data analysis methods.	256K	$295	IBM PC and comp.; DOS 2.0 +	All major	Yes/$50	250 + /5 years	Yes/on-site fees	Yes/ 1 year free
TMS Systems	Multi Caster†	Automatically forecasts any number of products in a spreadsheet environment; creates reports.	640K	$1,495	IBM PC-AT and comp.; DOS 3.3 +	All major	Yes/$50	New	Yes/on-site, fees	Yes/ 1 year free
SALES MANAGEMENT										
Advanced Microlink Systems	Domino Sales Manager†	In/outbound calling, scripting, lead tracking, call analysis, sales projections and tracking, to-do list, word processing, reports.	640K	$995-$1,995	IBM PC, DOS 3.0 +	All major	Yes/$49	15/1 year	Yes/ $75 per hour	Yes/ 90 days free
Bits and Bytes	Sales Manager's Companion	Tracks sales, territories, quotas, comparisons among salespeople, produces bar chart.	256K	$159	IBM PC and comp., MS DOS	No	Yes/free	1,000/ 1.5 years	Yes/on-site, fees	Yes/free, unlimited
Commercial Data Systems	TeleCall A/B/C†	Integrated package for salespeople selling to individual clients or to businesses.	640K	$995-$30,000	IBM PC, and comp., DOS	Unix	No	100 + / 4 years	Yes/on-off-site, fees	Yes/ $60 per hour
Computer Technology Consultants	A.S.I.S	Prospect and customer management, history, and follow-up; forecasting and analysis, order status, expense reporting.	640K	$495 & up	IBM, DEC, micros, mainframes, and laptops; DOS, Unix, Xenix	Novell, 3Com, Banyan, IBM Token Ring	Yes/free	200/ 3 years	Yes/on-off-site, fees	Yes/ 3-year contract
Contact Software Int'l.	ACT!	Word processing, telemarketing, and time management for salespeople/managers; organizes daily business activities.	460K	$395	IBM PC and comp., DOS 2.0 +	Novell	Yes/video, $15	80,000/ 2 years	No	Yes/free, unlimited
Contact Software Int'l.	MERGE-UPDATE!	Merges files and data from other software packages without overriding or duplicating.	256K	$189	IBM PC and comp., DOS 2.0	All major	No	New	Yes/ through dealer	Yes/free, unlimited
Dilg Publ.	LetterMaster ADVANCED†	Sales automation, client tracking, callbacks, word processor, letters, scripting, expense tracking, auto-dial.	512K-640K	$495	IBM PC and comp.	Novell	No	New	No	Yes/free, unlimited
Dun's Marketing Services	Dun's SalesSearch	Helps sales/marketing managers control sales cycle from analysis through sale.	512K (hard disk)	$495	IBM PC-AT, -XT, and comp.; MS DOS 2.0 +	No	Yes/free	100/ 2 years	No	Yes/free, unlimited
Envoy Systems	SalesMate†	Integrated, customized field sales force system for account and territory management; order entry, E-mail, personal information management.	640K	$500-$1,500	IBM PC-XT, -AT and comp., laptops; DOS	No	Yes/free	2,000 + / 6 years	Yes/on-site, fees	Yes/free, unlimited
Esprit Software Technology	SELLSTART-UP†	Especially for sales management and territory analysis.	640K	$695	IBM PCs and comp.; DOS 2.1 +	No	Yes/free	New	No	Yes/ 90 days free
ETS Systems	Sale Focus†	Sales management tool organizes and tracks incentive compensation, sales.	640K	$6,000	IBM PC-XT and comp., DOS 2.0 +	No	No	80/5 years	Yes/on-site, fees	Yes/ 60 days free, then contract
Evergreen Ventures	The Sales Associate	Sales package for managers and salespeople.	384K	$124.95	IBM PC and comp.; DOS 2.0 +	No	No	65/2 years	No	No
First Phase	Daily Routine	Creates agenda of follow-up activities, customer history files, call and time reports, quotation summaries, memos, mileage data, merge files.	195K	$49.95	IBM PC; MS DOS 2.0 +	No	No	200 + / 2 years	No	Yes/free, unlimited
Hugh Carver Group	Sales Solution Pack†	Library of complete sales and marketing management programs; integration capabilities.	512K	$300-$1,000	IBM PC and comp.; MS-, PC DOS, Unix, PS/2	Novell	No	20/2 years	Yes/on-site, fees	Yes/ contract
Information Research	Syzygy	Operates over LAN giving managers the status of projects, salespeople; Gantt charts, to-do lists.	512K	$395-$2,995	IBM PC and comp.; DOS 3.1 +	LAN	Yes/free	200/1 year	No	Yes/ 30 days free
Information Resources/Javelin Products Group	EXPRESS Sales Management System†	Territory management system for sales managers.	640K	$50,000-$125,000	IBM PC and comp.; MS DOS	All major	Yes/$5	30/2 years	Yes/ included	Yes/free, unlimited
The Intelligent Technology Group	ClienTrak†	Relationship management system esp. for sales and marketing productivity.	640K	$12,000 +	IBM PC-AT and comp.; DOS 2.0 +	All major	No	500 + / 5 years	Yes/ included	Yes/free, unlimited
John M. Roche	KNOWLEDGE Sales Process†	Using existing forms, customized program tracks customers/prospect/competition; territory analysis, direct mail, national account information.	384K	$2,000 & up	IBM PC-XT, -AT, PS/2 and 100% comp.	No	No	12 + / 5 years	Yes/ included	Yes/ included
Julian Systems	AMS: Automated Management System†	Tracks sales by salesperson, product, history; inventory and order tracking; mail merge.	2MB	$5,000	Macintosh, MacPlus	All major	Yes/$10	New	Yes/on-off-site	Yes/ included
KD Systems	Quorts	Order and commission tracking; esp. for manufacturers' reps.	640K	$1,500-$2,300	IBM PC/AT and comp., MS-, PC DOS 2.1 +	Alloy	Yes/$50	12/7 years	Yes/fee	Yes/ 12 hours free
Logic Design Corp.	Sales Management System†	Telemarketing, lead tracking, form-letter generation, customized order entry, inventory.	640K	$2,495 & up	IBM PC and comp.; DOS, Unix	Unix	No	New	Yes/on-site, fee	Yes/ contract

VENDOR	PACKAGE	DESCRIPTION	MIN. REQ.	PRICE	HARDWARE/SYS. REQ'MT.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
MacServices	RetailMac†	Handles customer tracking, invoicing, mailing labels, inventory control; esp. for retail point-of-sale.	Mac Plus	$1,295	Mac Plus	All major	Yes/$35	30+/ 2 years	Yes/on-off-site, fees	Yes/ 90 days free, then contract
Management Control Systems	PROMASTER: Sales Expense Manager	Tracks salespeople's expenses per person; generates expense reports by category of expense/person.	512K (hard disk)	$89	IBM PC and comp.; DOS 2.0+	No	No	100/1 year	Yes/on-site, fees	Yes/ 45 days free
Market Power	MATRIX Information Technology†	Completely customizable sales management package; creates sales forecasts, market analyses, reports, calendars, appointment schedules, to-do lists; direct mail applications; bar menus eliminate most typing.	300-400K	$1,000 & up	IBM PC and comp., laptops; DOS 3.0+	LAN, Novell, 3Com	Yes/free	New	Yes/on-site, included	Yes/free, unlimited
Modatech Systems	Modatech Systems†	Portable decision support system: order entry, account/territory management, profit/distribution analysis; esp. for sales reps, managers, distributors.	1MB	$2,000-$3,500/ rep	IBM PC and comp.; DOS, Unix	LAN, WAN, SNA	No	12/1 years	Yes/on-off-site, fees	Yes/free, unlimited
National Management Systems	Salesmanager's Workstation†	Fully customizable tool for national sales organizations: telemarketing/sales productivity, call history, ad-hoc reporting, budgets.	640K	$995	IBM PC and comp., laptops and comp.; MS DOS	All major	Yes/free	5,000+/ 6 years	Yes/on-off-site, fees	Yes/ 1 year free
Prism Systems	Prism Sales Focus†	Integrated modular system: lead tracking, direct mail, telemarketing, call reports, sales/promotion analysis, expense tracking.	512K (hard disk)	$2,995-$7,995	IBM PC-AT, -XT, PS/2 and comp.; MS PC DOS 2.0+	All major	Yes/free	New	Yes/on-site, fees	Yes/fees
Realty Systems	REAL/Easy Office	Sales office management tool, data entry, printing.	640K (hard disk)	$395	IBM PC and comp.; DOS 3.1+	Novell	Yes/$39.50	500/ 3 years	Yes/on-site, fees	Yes/ 30 days free
Sales Technologies	†	Integrated modules each fully customized; sales reporting, territory management, E-mail/forms, spreadsheets, sales reference.	640K	$1,000 & up	IBM PC-AT, -XT; MS DOS 2.1+	No	No	15,000+/ 6 years	Yes/ included	Yes/ included
The Salinon Corp.	SALLYFORTH†	Multilevel marketing information system provides/manages historical sales, forecasting, budgets; esp. for managing multiple sales territories.	640K	$25,000	IBM 286, 386 and comp.; MS-, PC DOS 3.0+	All major	Yes/free	New	Yes/on-site, included	Yes/free, unlimited
Spaulding	OpRep†	Lotus 1-2-3 companion tracks sales, spreadsheet-like reporting.	256K	$395	IBM PC and comp.; MS DOS 2.0+	All major	No	100/ 4 years	Yes/on-site, fees	Yes/ 90 days free
Trendware	TRENDWARE CLIENT†	Customizable client/sales management system tracks customers, contacts, business/financial data; pop-up windows.	1MB	$195	Mac+, SE, II	No	Yes/$5	500+/ 1.5 years	No	Yes/free, unlimited
Vortex Technologies	Vortex	Comprehensive modular program for sales/marketing with: account managment, customer service, direct marketing, E-mail, field sales/rep management, I/O, lead tracking, market/sales analysis/management/forecasting, T&E, zips.	512K	$195-$23,595	IBM PC and comp.; MS DOS 3.0+	Net-bios	Yes/$10	New	Yes/on-off-site	Yes/ 3 months free
ZS Assoc.	EVALUMAP†	Customized software for sales managers to evaluate the performance of sales reps; integrated approach to performance evaluation and sales analysis.	640K	$30,000 and up	IBM PC-AT, -XT, PS/2 and comp.; MS DOS	All major	No	500/ 4 years	Yes/ included	Yes/ included
SALES PLANNING										
Expert Technologies	Business Plan Expert (BPE)	Step-by-step structure for analyzing products/services, clients/companies, marketing strategies, productions/operations that produce a written business plan.	256K	$195	IBM PC and comp.; DOS 2.0+	No	Yes/$10	New	No	Yes/free, unlimited
Management Advisory Services	MAPS: Management Analysis and Planning System†	Long-range planning and diagnostic package prepares forecasts by default or specific assumptions.	512K	$495 & up	IBM PC, and comp.; DOS 2.0+	All major	No	2,000/ 5 years	Yes/on-site, fees	Yes/ 30 days free
Management Advisory Services	Master Planner†	Five-module yearly planning system for sales and other management details.	512K	$495	IBM PC, PS/2 and comp.; DOS 2.0+	All major	No	150/ 1.5 years	No	Yes/ 30 days free
Sales Implementation Systems	MarketFax†	Automated sales plan makes sure salespeople stay on track with predesigned plan; input any logical flow chart.	640K (hard disk)	$395-$3,595	IBM PC and comp.; MS-, PC DOS 3.0+	LAN only	Yes/$50	4,000+/ 10 years	Yes/on-off-site fees	Yes/ 90 days free, contract
SALES PRESENTATIONS										
Aldus Corp.	Aldus Persuasion	Desktop presentations with drawing, charting, B&W or color overheads, 35mm slides, speaker notes, word processing.	1MB	$495	MAC+, SE, SE30, II, IICX (hard disk req.)	No	Yes/$5	New	Yes/ manual	Yes/ contract
American Intelliware Corp.	Scriptwriter†	Advanced word processing, built-in page breaks and formatting, video-audio- text synchronization, teleprompter.	1MB	$495	MAC+, SE, SE30, II, IICX	All major	Yes/$25	2.5 mil./ 5 years	Yes/on-site, fee	Yes/ 90 days free

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
American Intelliware Corp.	Storyboarder†	Desktop publishing, drawing, artificial intelligence, multimedia split-screen capability, digitized image animation.	1MB	$495	MAC +, SE, SE30, II, IICX	All major	Yes/$25	2.5 mil./ 5 years	Yes/on-site, fee	Yes/ 90 days free
Brightbill-Roberts	Show Partner	Produces self-running shows using partial screen; other advanced effects and graphics; palette shifting, animated objects; GXZ format from Lotus Freelance.	360K	$395	IBM PC and comp., DOS	All major	Yes/free	10,000/ 3 years	Yes/off-site	Yes/free, unlimited
Caddylak Systems	Great Presentations	Graphics and illustration, text and business charts, free-form drawings, slide-show presentations with animation and interaction.	256K	$99.95	IBM PC and comp., DOS 2.1 +	No	No	2,500/ 1.5 years	No	Yes/free, unlimited
CompuDoc	Interactive Electronic Media*	Interactive presentations for exhibits, trade shows, POP kiosks, product demonstrations; sales literature, direct mail.	512K	$5,000-$50,000	IBM PC and comp.	No	Yes/free	60,000 + / 1 year	No	Yes/free, unlimited
Cricket Software	Cricket Presents	Designs presentations: ruler-based text editor, drawing tools, built-in graphs and tables, 16.7 million color-palette, spell checking and thesaurus.	1MB (hard disk)	$495	MAC +, SE, II	Apple	No	New	Yes/on-site, fees	Yes/free, unlimited
General Parametrics	Desktop Presenter†	Presentation packet with fill-in-the-blank format; choice of 29 chart styles.	512K	$800	IBM PC and comp.; DOS 2.0 +	All major	No	5,000/ 4 years	Yes/on-site, fees	Yes/free, unlimited
General Parametrics	PictureIt†	Presentation package with charts, graphs, diagrams, fully scaled fonts.	256K	$695	IBM PC-XT, -AT, PS/2 and comp.; MS DOS, OS2	All major	Yes/$5	20,000/ 5 years	Yes/on-off-site, fees	Yes/free, unlimited
Informatics Group	Act III Authoring System 2.0†	Esp. for non-programmers to generate courseware or disk-based presentations incorporating graphics, sounds, animations, branching, interactive text.	640K	$495	IBM PC and comp.; DOS 2.0 +	All major	Yes/$10	600/ 1.5 years	Yes/on-site, fees	Yes/free, unlimited
InstaPlan	ShowText†	Makes overhead slides for presentations.	512K	$99	IBM PC and comp.; DOS 2.1 +	No	No/30-day free trial	50,000/ 5 years	No	Yes/free, unlimited
MacroMind Inc.	MacroMind Director	Creates multimedia presentations, videos, training courseware, simulations; combines animation, graphics, text, colors, music, and sound effects.	1MB (for B&W) 2MB (for color)	$695	Mac +, SE, SE/30, II, IIx	No	Yes/$9.95	New	Yes/on-off-site, fees	Yes/free, unlimited
Management Graphics	Easy Slider II†	Creates presentations by manipulating information, creating and coloring images/charts/slides without having to re-edit.	MAC	$49.95-$149.95	MAC II, x, cx, SE	No	Yes/$5	New	No	Yes/free, unlimited
Microsoft Corp.	PowerPoint 2.1	Professional quality color presentations; produces 35-mm slides; easy artwork and text arranging; full-featured word processor.	1MB (2 800K flop-pies)	$395	Mac +, SE, II 4.1 +	AppleShare Multifinder	Yes/free	New	No	Yes/free, unlimited
OWL Int'l.	Guide 2 Hypertext Authoring System	Organizes/manages free-form information, mixing text, graphics, videodisc images, sound to convey message; pop-up windows.	640K (1.5MB hard disk)	$295	Mac 512K, IBM PCs	No	Yes/$12.95	10,000 + / 3 years	Yes/on-off-site, fees	Yes/free, unlimited
Software Publ.	Harvard Graphics†	Integrated graphics program with bullet text, data, bar/line charts, free-hand drawing tools, 300 + symbols; creates slides/reports/documents.	512K (hard disk)	$495	IBM PC and comp.; MS DOS	All major	Yes/free	250,000 + / 2 years	Yes/on-site, fees	Yes/free, unlimited
Spinnaker Software	Pinstripe Presenter†	Business presentation/graphics program creates charts, graphs, drawings, 35mm slide production.	512K	$195.95	IBM PC and comp.; MS DOS 2.1 +	No	Yes/free	4,000/ 3 years	No	Yes/free, unlimited
StradeWare	PresentationPro 1.11†	Presentation graphics, creates slides/drawings.	512K (hard drive)	$295	Mac +; Apple 6.01 +	All major	No	New	Yes/ included	Yes/ included
VisionBase	Presentation Software	Presentation of photographs, videos, slides, graphs, charts.	512K (1.5MB EMS)	$4,995	IBM PC, laptops, and comp.; MS DOS	No	Yes/$25	50/4 years	Yes/on-site, fees	Yes/1 year free
Xerox Desktop Software	Xerox Presents	Desktop presentation product creates text, drawings, graphs, tables, handouts, speaker notes, slides, overheads, on-screen exhibits.	1MB (hard disk)	$495	IBM 286, 386	No	No	New	Yes/off-site, fees	Yes/60 days free
Zone1	Hyper-XRemote	Professional desktop presentation program incorporates conventional transparencies into pitch; scripting.	1MB	$65	Mac +, SE, II, Mac 6.0 +	AppleTalk	No	New	No	Yes/free, unlimited
STATISTICAL ANALYSIS										
BMDP Statistical Software	SOLO 3.0	Statistical and graphics package with various tests, complete database.	640K (hard disk)	$69-$199	IBM PC and comp., DOS	No	Yes/free	5,000 + / 5 years	No	Yes/free, unlimited
Information Resources/Javelin Products Group	pcEXPRESS†	Decision support system with integrated fourth-generation language and database.	640K	$1,495	IBM 286, 386; MS DOS 2.1 +	All major	Yes/free	30,000/ 6 years	Yes/on-off-site, fees	Yes/free, unlimited
MICE	Cornucopia of Mathematical and Statistical Software	Six packed disks of shareware (public domain software); cross-tabulation, curve fitting/planning, arbitrations, complex matrix calculations.	256K	$29	IBM PC and comp.; DOS	No	No	2,000 / 2 years	No	No

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
MACE	LINPACK/ EISPACK†	Customizable, professional statistical package featuring linear algebra; solves problems that can be framed in terms of vector and matrix.	512K	$139	IBM PC and comp.; DOS	No	No	30,000+/ 13 years	No	Yes/free, unlimited
MarketWare	Pegman M. A. P. (Merchandising Analysis Package)	Integrates sales and financial data to permit optimization regarding sales/square foot and other measurements.	640K	$18,500	IBM PC and comp.	All major	Yes/$200	New	Yes/on-site, fees	Yes/free, unlimited
Odesta Corp.	Data Desk	Data analysis/graphic display; rotating plots, HyperViews, multiple line plots, scatterplot matrice regression.	512K (hard disk)	$595	Mac 512Ke+ to Mac IIcx	No	Yes/$5	6,500+/ 4 years	No	Yes/free, unlimited
Questar Data Systems	Xtabs	Cross-tabulation, uses conditional variables to produce tables/bar graph reports (uses Stargraph data).	640K	$500	IBM PC-AT, -XT, PS/2 and comp.; DOS	No	No	New	Yes/on-site, fee	Yes/ 90 days free
TELEMARKETING										
Advanced Microlink Systems	Domino Telebusiness Manager†	In/outbound calling, scripting, lead qualifying and tracking, credit card ordering, inventory status and history, itemized client billing.	640K	$2,995-$19,995	IBM PC, DOS 3.0+	All major	No	18/1 year	Yes/included	Yes/1 year, free
BFC Software	Telemarketing/ Sales Lead†	Tracks lead sources, salesperson efficiency, forecasting, reports, mass mailings, list sorting.	640K (hard disk)	$1,500 and up	IBM PC and Comp., DOS, RPG 2	All major	Yes/$10	12/1 year	Yes/on-off-site, fees	Yes/60 days free, then contract
Concurrent Marketing Systems	T.O.P.C.A.T.†	Multiuser automates telmarketing and telesales; windowed screen presentations, scripting, database and list management, call reporting.	4MB	From $1,500/ station (1 to 33+ stations)	386 PC, Xenix, Unix	IBM Token ring	Yes/free	15/2 years	Yes/included	Yes/included
CR Complete Business Systems	TELEMATE/ TELEMAGIC	Telemarketing package; extensive notepad, recall, direct dial, order entry; interface with accounting; online information.	512K (hard disk)	$295-$1,995	IBM PC and comp.	Novell	Yes/ $15-$25	250/1 year	No/tutorial	Yes/30 days free
Digisoft Computers	Telescript†	Customizable telephone interviewing system, full script capabilities.	512K	$850 & up	IBM PC and comp.; MS-, PC DOS	All major	Yes/free	New	Yes/1 day free, then by hour	Yes/1 year free
Excaliber Sources	EXSELL†	Sales and telemarketing software includes word processor, tickler, reports.	384K	$395 & up	IBM PC, PS/2, and comp.; DOS 2.0+, Xenix, Unix	All major	Yes/$15	4,000/ 6 years	Yes/on-site, fees	Yes/60 days free, then contract
Excelver	TelePrompt†	Automated telemarketing system handles order entry, lead tracking, sales follow-up.	1MB	$995 (incl. customization)	MAC and comp.	All major	Yes/$20	10/3 years	Yes/on-site, fees	Yes/1 year free, then contract
Generation Four	MBA:TeleFall†	Sales scripts, order taking, question-answer file, literature mailing, export orders.	1MB (hard disk)	$189	MAC+	All major	Yes/$10	New	No	Yes/on-line, free
Holmes	HOLMES	Telemarketing tool keeps track of clients.	512K (hard disk)	$129	IBM PC and comp.; DOS 2.1+	No	Yes/free	200+/ 3 years	No	Yes/90 days free
MaxSolutions	TeleMagic†	Telemarketing program with to-call list, scripts, auto-dial, recordkeeping, report and follow-up letter generation.	1MB	$495	IBM PC, MAC and comp.; MS DOS	Novell, 3Com	Yes/$29.95	40,000/ 4 years	Yes/on-off-site, fees	Yes/6 months free, then contract
Me-Di-Co	Telemagic Autocall†	For telephone sales reps and managers to sell, prospect, analyze data/sales.	384K	$595-$1,995	IBM PC-XT, -AT and comp.; MS-, PC DOS 2.0+	All major	Yes/$10	25,000/ 5 years	Yes/on-site, fees	Yes/1 week free
Plaid Bros. Software	Prospect†	Telemarketing, lead management program with auto-dial, word-processing, mail-merge, alarm clock, calendar, scripts, reports, import/ export of ASCII data.	512K	$450	IBM PC and comp; MS DOS	Novell	Yes/$25	1,500+/ 5 years	Yes/on-off-site, fees	Yes/1 year free
Prism Systems	TELEMARK†	Automated lead introduction, qualification, and assignment; access to product/competition summaries; custom scripting, in/outbound calls.	512K (hard disk)	$2,995-$5,995	IBM PC-AT, -XT, PS/2 and comp.; MS-, PC DOS 2.0+	All major	Yes/free	50+/ 1 year	Yes/on-site, fees	Yes/fees
Profidex Corp.	SCAMP: Sales Control and Marketing Planner†	Telemarketing/direct mail package with auto-dialer, customized reports on prospects/territories/ branches/ regions.	512K	$695-$5,000	IBM PC; MS DOS 3.0+	Novell, Data General	Yes/free	1050+/ 3 years	Yes/on-site, fees	Yes/30 days free, then contract
Prophecy Development Corp.	Profit Tool†	Telemarketing sales tool helps operator to make consistent sales presentations, overcome objections.	512K	$695	IBM PC and comp.; MS-, PC DOS 2.0+	Novell	Yes/free	100+/ 4 years	Yes/on-site, fees	Yes/30 days free
QAX International Systems	InQuiry Action eXpress†	Telemarketing script processor, individualized sequence letters, labels, lead tracking, inquiry fulfillment.	640K	$895-$2,495	IBM PC-AT, -XT, PS/2, 386 and comp.; superDOS	VM386	Yes/$10 & up	36+/ 4 years	No	Yes/90 days free
Remote Control	TeleClose	Supports telemarketing/sales staff, integrated with accounting, order entry, receivables, etc.	640K	$250	IBM PC and comp.; PC DOS 3.3	Novell, 3Com, IBM Token Ring	Yes/$29	New	Yes/ dealer, free	Yes/6 months free, then contract
Remote Control	Telemagic Professional Release TEN†	Complete sales/telemarketing support including: tickler files, call reports, contact lists, auto-dialer, scripting, form letters, labels, word processor; also avail in Network, Xenix, Unix, Macintosh versions.	512K	$495-$30,000	IBM PC and comp.; PC DOS 2.1+	Novell 286, 3Com, LAN	Yes/$29	30,000+/ 3 years	Yes/ dealer, free	Yes/6 months free, then contract

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/$	#/AGE	TRAIN.	PHONE
Remote Control	TeleMate	Telemarketing package integrated with various sales/marketing functions.	640K	$265-$695	IBM PC and comp.; PC DOS 3.3	Novell, 3Com, IBM Token Ring	Yes/$29	200 + / 1.5 years	Yes/ dealer, free	Yes/6 months free, then contract
SaleMaker Software	SaleMaker Plus†	Integrated system for telemarketing, direct marketing, client management, follow-up letters, sales reports.	640K (hard disk)	$695-$2,495	IBM PC and comp.; DOS 2.0+	LAN, Novell	Yes/$49	5,000 + / 4 years	Yes/off-site, fees	Yes/30 days free
Sales & Marketing Systems	Telemarketing CTRL†	Scripts with branching and logic; instant access to product/competitor/objection information.	512K (hard disk)	$495-1,995	IBM PC-AT, XT and comp.; DOS 2.0+	Novell, 3Com	Yes/$13	30 + / 1 year	Yes/on-site, fees	Yes/free, unlimited
Sawtooth Software	Ci2 CATI System for Computer Aided Telephone Interviewing	Interactive interviewing/call management system, quota control, call disposition, monitoring, random/auto-dialing, etc.	265K & up	$5,000-$20,000	IBM PC and comp.; DOS	LAN	Yes/free	80/3 years	No	Yes/free, unlimited
Software Science, The Research Group	TELEVIEW II†	Telephone interview system creates surveys, 1,000-questions questionnaires, automatically coded answers; reflexively finds next "logical" question.	256K	$99	IBM PC and comp.; MS-, PC DOS	All major	No	100/ 9 years	No/tutorial	Yes/free, unlimited
System Vision Corp.	Sales Vision Telemarketing†	Telemarketing/account management with scripts and support for direct mail.	640K	$495-1,995	IBM PC and comp.; DOS	All major, special LAN program	Yes/free	1,000/ 5 years	Yes/on-site, fee	Yes/30 days free
Telemarketing	Telemarketing Services†	Used for lead list management, market coverage, scripting, productivity.	640K	$3,000	IBM PC and comp.; MS-, PC DOS 2.0+	All major	No	42/ 10 years	Yes/on-off-site, fees	Yes/free, unlimited
Tess	TeleMac†	Telemarketing, inside sales, prospecting, mail-merge, reports.	1MB	$99	Mac	Mac II, CX, SE	No	New	No	Yes/free, unlimited
Travis DataTrak	TelePro†	Multiuser telemarketing/direct-mail package, also analyzes results.	512K	$1,199-$15,000	IBM PC and comp.; MS-, PC DOS 3.1+	LAN	Yes/free	300 + / 4 years	Yes/on-site, fees	Yes/contract
Tribase Systems	TAPIT†	Telemarketing and management tool.	10K (hard disk)	$449	IBM PC and comp.; MS DOS	No	Yes/$10	400 + / 1.5 years	No	Yes/free, limited
TERRITORY MANAGEMENT										
Dynacomp	Customer Profiler†	Tracks current and prospective customers, assigns sales reps to territories.	128K	$59.95	IBM PCs and comp., TRS-80, SP/M; DOS 2.0+	No	No	2,000 + / 3 years	No	Yes/30 days free
Dynacomp	Sales Assistant	Lead, sale, product tracking; assigns sales reps to territories; campaign scheduling, mailings.	128K	$59.95	IBM PCs and comp.; DOS 2.0+	No	No	1,000/ 1 year	No	Yes/30 days free
Geosoft Corp.	MapBuilder†	Thematic maps display customer locations, sales territories, other demographic information.	512K	$250-$400	IBM PCs and comp.; DOS 2.1+	No	Yes/free	100 + / 4 years	No	Yes/90 days free
Metron	TERRALIGN	Creates optimal territory alignment that balances sales potential and other attributes; color map interface with digital road network computes/minimizes travel time.	640K (2MB hard disk)	$10,000 & up	IBM PC-AT and comp.; MS-DOS 3.1+	No	Yes/$25	New	Yes/free	Yes/free, unlimited
Samsamish Data Systems	Sales Territory Manager†	Interactively allows user to define/modify new/existing sales/franchise territories.	640K	$2,995	IBM PC-AT, 386 and comp.; MS DOS 3.0+	All major	Yes/$25	45 + / 2 years	Yes/included	Yes/included
Sudor Corp.	Territory Management System†	Call reporting/analysis, to-do lists, forecasts, customer/prospect profiles, contact lists, covers 24 territories.	128K	$350	IBM PC and comp.; DOS 2.0+	No	Yes/$10	35/8 years	No	Yes/free, unlimited
TTG	Territory Planner†	Geographic information/mapping system for sales analysis combines maps with spreadsheet logic.	640K	$1,995	IBM PC-AT; MS-, PC DOS 3.2+	No	No	50/1 year	Yes/on-site fee	Yes/30 days free
TTG	Territory Planner Plus†	Combines mapping and spreadsheet function for territory design/analysis; high-resolution graphics, esp. for companies with large geographically located sales forces.	640K (hard disk)	$2,995	IBM PC-AT; MS-, PC DOS 3.2+	No	No	10/2 years	Yes/on-site fee	Yes/30 days free
Z5 Assoc.	MAPS IV†	Customized software for sales territory alignment; integrates company data with U.S. geography.	640K	$35,000 & up	IBM PC-AT, -XT, PS/2 and comp.; MS DOS	All major	No	75/6 years	Yes/included	Yes/included
TRADE SHOW MARKETING										
Free World Marketing	FreeLink†	Instantly reads badges from most major trade shows; stores names and addresses.	256K	$295	IBM PC; DOS 2.0+	All major	Yes/$25	1,200/ 2.5 years	Yes/on-site, fees	Yes/90 days free, then contract
Free World Marketing	ProMotion†	Electronically reads information from trade show badges; mass mailings sorted by categories.	256K	$595	IBM PC; DOS 2.0+	All major	Yes/$25	600/ 4 years	Yes/on-site, fees	Yes/90 days free, then contract
Inquiry Plus	Inquiry Management Software†	Tracks inquiries; creates letters and labels; electronic transfer of leads from trade shows.	560K (hard disk)	$1,500	IBM PC and comp.; DOS 2.0+	All major	Yes/$89.95	200 + / 5 years	No/free tutorial	Yes/90 days free
TRAVEL & ENTERTAINMENT										
C&H Enterprises	Frequent Flyer Award Trakker†	Tracks mileage according to airline programs, maximizes mileage strategy.	256K	$39	IBM PC, PS/2, MAC and comp., DOS 2.0+	No	No	400/1 year	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	RETAIL	DEMO/$	#/AGE	TRAIN.	PHONE
CP Software	Sales Express†	Keeps track of clients; reports on expenses and commitments; mailings, labels, addresses (incl. international).	512K	$69	MAC, MAC 4.5	Topps, 3Com, Appleshare	Yes/$20	New	No	Yes/free, unlimited
Danart Corp.	EXPEN$E MA-$TER: The Expense Report Processor†	Automatically creates all T&E reports required from entries.	363K	$69.95	IBM PC and comp.; DOS 2.0	All major	No	4,000 + / 2 years	Yes/on-site, fees	Yes/free, unlimited
Danart Corp.	EXPEN$E MA-$TER: Review and Consolidate†	Consolidates and analyzes expense reports created by the expense report processor.	640K (hard disk)	$69.95	IBM PC and comp.; DOS 2.0	All major	No	New	Yes/on-site, fees	Yes/free, unlimited
Generation Four	MBA-TraveLog†	Travel and expense planner and log; fleet vehicle management, custom letters, mail merge; stores and prints itinerary.	1MB (hard disk)	$189	MAC +	All major	Yes/$10	New	No	Yes/on-line, free
Para-Tech Division of Paramount Technologies	Expense Easy†	Business and travel expense system.	512K	$79.95	IBM PC and comp.; MS-, PC DOS	All major	Yes/$5	2,000/ 1.5 years	No/ manual	Yes/free, unlimited
Quantic Corp.	Quadrant†	Processes expense reports, audits them against company travel policies/ procedures, summarizes.	640K	$495-$1,395	IBM PC and comp.; MS-, PC DOS 3.1 +	No	Yes/$15	New	No	Yes/free, unlimited
Quantic Corp.	Touch 'n Go†	Tracks/reports T&E expenses for business travelers.	256K	$139	IBM PC and comp.; MS-, PC DOS 2.1 +	No	No	1,000/ 2 years	No	Yes/free, unlimited
Robert B. Fields	ON THE GO EXPENSE REPORTS	Prepares business expense reports.	256K	$29.95	IBM PC and comp.; MS-, PC DOS 2.0 +	All major	No	500 + / 5years	No	Yes/free, unlimited
TravelTrak	TravelTrak†	Tracks business travel expenses incl. mileage, hotel, T&E; prints statements.	256K	$395	IBM PC-AT, -XT, PS/2 and comp.; DOS 2.0 +	No	Yes/$10	4/2 years	No	Yes/free, unlimited

WORD PROCESSING/MISCELLANEOUS

Ashton-Tate	FRAMEWORK III 1.1	Word processing, 40,000 word thesaurus, spell checker, spreadsheets, database management, business graphics, telecommunications.	640K	$695	IBM PC-XT, -AT, PS/2 and comp.	All major	Yes/$4.95	New	Yes/on-off-site, fees	Yes/90 days free
Ashton-Tate	TurboSearch 1.0	Information retrieval organizes vast amounts of information; searches by file name, date, word, two words within paragraph.	512K	$179	IBM PC-XT, -AT, PS/2 and comp.	All major	Yes/$4.95	New	Yes/on-off-site, fees	Yes/90 days free
Computerease Software	Word Mover†	High-level word processing, full editing of nine files at once, completely customizable.	256K	$195	IBM PC-AT -XT, PS/2 and comp., DOS	All major	Yes/free	500 (approx.)/ 1 year	No	Yes/free, unlimited
Datanetics	Word Processor	Multiuser word processor.	512K	$1,500	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	200 + / 2 years	Yes/on-site, fees	Yes/6 months free
1st Desk	1stPORT	File conversion software converts data from mainframes to Macintosh.	Mac	$95	Mac and up	All major	No	6,000/ 4 years	No	Yes/free, unlimited
Information Dimensions	BASIS	Text and information management system; optimized inverted indexing techniques; full-text retrieval from large databases.	Any memory	$5,000-$82,500	IBM, MAC, DEC, Unisys, Control Data, Wang	All major	Yes/free	1,600/ 10 + years	Yes/on-off-site, free	Yes/free, unlimited
Information Dimensions	DM	Relational database management system provides referential integrity domains.	Any memory	$5,000-$82,500	Any IBM, MAC, DEC, Unisys, Control Data, Wang	All major	Yes/free	1,600/ 10 + years	Yes/on-off-site, free	Yes/free, unlimited
The Integrator	List Tamer†	Relational program for people working with databases or lists; user-defined fields and recording schemes.	512K	$199	IBM PC and comp.; MS-, PC DOS 2.0 +	Xenix, Novell	Yes/$25	200/ 3 years	No	Yes/1 year free
Marc Software Int'l.	WordMARC Composer + †	Word processing for general business use; desktop publishing features.	512K	$495	IBM PC and comp.; MS-, PC DOS 2.0 +	Novell, 3Com	Yes/$90	250,000/ 10 years	Yes/on-site, fees	Yes/30 days free
MaxThink	Houdini†	Automated abstractions, generalizations, editing; creates hypertext systems.	300K	$89	IBM PC and comp.; DOS 2.0 +	Novell	Yes/$6	20,000/ 3 years	No/cassette	Yes/free, unlimited
PRO/TEM	NOTEBOOK II†	Customized text-oriented database manager for sales and marketing management.	384K	$189	IBM PC and comp.; MS-, PC DOS 2.0 +	All major	No	12,000/ 5 years	No	Yes/free, unlimited
Revelation Technolgies	Advanced Revelation†	Database applications environment.	512K	$950	IBM PC and comp.; DOS 2.0 +, OS2	All major	Yes/$29.95	150,000/ 2 years	Yes/off-site, fees	Yes/6 months free, then contract
Richmond Software	The Calculator	Figures anything from simple math to extended business computations.	100K	$49.95	IBM PC and comp.; MS-, PC DOS	LAN	No	1,200 + / 1 year	No	Yes/free, unlimited
Right Soft	RightWriter 3.1†	Grammar and style checker helps salespeople improve business/ technical writing.	384K (hard disk)	$95	IBM PC and comp.; MS-, PC DOS	All major	Yes/free	160,000/ 5 years	No	Yes/free, unlimited
Robinson Assoc.	LetterPower	Collection of 400 professionally written model letters, press releases, proposals, other business documents; easy reference.	256K	$99.95	IBM PC, Mac and comp.; MS DOS and Mac	All major	No	1,000 + / 1 year	No	Yes/1 hour free
SimplSoft Products	Index Cards	Filing and printing on 3 × 5 cards.	128K	$19.95	IBM PC and comp.; DOS 2.0 +	No	No	5,000/ 4 years	Yes/on-off-site, fees	Yes/free, unlimited

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The Softbridge Group	Bridge	Allows integration of programs to build customized workstation.	2MB	$695 & up	IBM PC and comp.; DOS	Net-bios	Yes/free	1,000 + / 1 year	No	Yes/free, unlimited
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3X USA	3X-Link	Allows person to connect with main computer/transfer files (at HQ only); file transfer and printer sharing system.	384K	$149	IBM PC and comp.; DOS 2.0 +	All major	Yes/free	2,500/ 1 year	No	Yes/free, unlimited
Traveling Software	Lap-Linc 3	File transfer product.	256K	$139.95-$149.95	IBM PC-AT, PS/2 and comp.; MS-, PC DOS 2.0 +	3Com, Novell	No	New	No	Yes/free unlimited
White Crane Systems	Brooklyn Bridge	Transfer files between laptop and desktop PCs, PCs and PS/2s, using parallel or serial ports.	64K	$139.95	IBM PC and comp.; PC-, MS DOS 2.0 +	Novell, 3Com	No	75,000/ 3 years	No	Yes/free, unlimited
WordPerfect Corp.	DataPerfect 2.0	Menu-driven relational database for simple-applications; large text storage, indexing.	192K	$595	IBM PC-XT, -AT, PS/2 and comp.; DOS	Novell	Yes/free	27,221/ 1.5 years	Yes/on-line only	Yes/free, unlimited
Xerox Desktop Software	FormBase	Form creation and database manager with simplified display.	1MB (hard disk)	$595	IBM PC-AT and comp.; DOS 3.1 +	Novell, PC NET, 3Com	No	New	Yes	Yes/60 days free
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Geographic Data Technology	Handshake/ GDT†	Customer referral package identifying customers' nearest dealer/distributor by zip code/locality.	360K (hard disk)	$495	IBM PC and comp.; DOS 3.1 +	No	Yes/$35	New	No	Yes/90 days free, then contract
Hawthorne Software	PINMAP	Multicolored "push-pin"-style maps for plotting data by city or zip code, computer shows, slides, presentations.	5MB	$750	IBM PC-XT, -AT, PS/2 and comp.; MS DOS 3.2 +	No	Yes/free	New	No	Yes/free, unlimited

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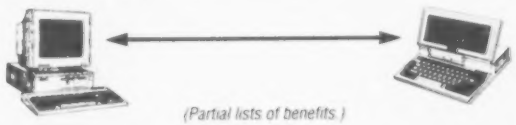

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Abend Assoc., Inc., 265 Winn St., Suite 305, Burlington, MA 01803 (617-273-5383). Shelley Orenstein

ACEware Systems, 1828 Erickson, Manhattan, KS 66502 (913-537-2937). Chuck Havlicek

ACRS Division M/A/R/C, Inc., 7850 N. Beltline Rd., Irving, TX 75063 (214-506-3400). Bill Jurgensen

Addison-Wesley Publishing, Co., Jacob Way, Reading, MA 01867 (617-944-3700). Order Dept.

Administrative Headquarters, 15520 Rockfield Blvd., Suite G, Irvine, CA 92718 (714-855-6792). Fred Young

Adobe Systems, Inc., 1585 Charleston Rd., P.O. Box 7900, Mountain View, CA 94039-7900 (415-961-4400 or 800-344-8335). Lavon Collins, Paul Towner

Advanced Graphics Software, 333 W. Maude Ave., Suite 105, Sunnyvale, CA 94086 (408-749-8620). Order Processing

Advanced Marketing Systems Corp., 2 Lowell Research Center, Lowell, MA 01852 (508-454-6472). Paul Sullivan

Advanced Microlink Systems, Inc., 3600 Clayton Rd., Concord, CA 94521 (415-674-1600). Mike Finnicum

AGS Management Systems, Inc., 880 First Ave., King of Prussia, PA 19406 (215-265-1550).

Aldus Corp., 411 First Ave. South, Suite 200, Seattle, WA 98104 (206-622-5500). Customer Relations

American Intelliware Corp., P.O. Box 6980, Torrance, CA 90504 (213-533-4040).

Apian Software, P.O. Box 1224, Menlo Park, CA 94026 (415-851-8496 or 800-237-4565).

Application Consulting Group, Inc., 16 South St., Morristown, NJ 07960 (201-898-0012). James Cloniger

Applied Econometrics, Inc., 450 W. St., Amherst, MA 01002 (413-253-9342). Norman Cournoyer, Sabina Cournoyer, Christopher L. Wall

Applied Software Technology, 591 W. Hamilton Ave., Suite 20, Campbell, CA 95008 (408-370-2662 or 800-370-2662). Sales

Applied Systems and Technology, Inc., 227M Hallenbeck Rd., Cleveland, NY 13042 (315-675-8584).

Argonaut Systems, 15466 Los Gatos Blvd. Box 109-314, Los Gatos, CA 95030 (408-867-5029). David Arnold

Arlington Software & Systems Corp., 21 Daniels St., Arlington, MA 02174 (617-641-0290). Peter Brajer

Ashton-Tate, 20101 Hamilton Ave., Torrance, CA 90502-1319 (213-329-8000). Tracie Owens

The Association Store, Ltd., 8828 Monard Dr., Silver Springs, MD 20910 (301-588-3345 or 800-222-2977). Toni Lofthouse

Automated Business Designs, 1011 E. Touhy, Des Plaines, IL 60018 (312-827-6644). Terri Roesimeier

Automated Micro, P.O. Box 3689, Santa Clara, CA 95055 (408-245-0350). Jim Lemezis

Aztech Corp., Artery Plaza West, 4733 Bethesda Ave., Bethesda, MD 20814 (301-907-333). Manny Flecker

Banner Blue, P.O. Box 7865, Fremont, CA 94537 (415-794-6850).

Bardsley & Haslacher, Inc., 1250 Aviation Ave., Suite 200E, San Jose, CA 95110 (408-293-6840). Leonard Nole

Bartel Software, 942 E. 7145 South, Suite A-101, Midvale, UT 84047 (801-566-5544 or 800-777-6368).

Beacon Data Systems, 220 Dogwood Ave., Melbourne Beach, FL 32951 (407-725-3594). Gary Kronengold

Beaumont Organization, Ltd., 220 White Plains Rd., Tarrytown, NY 10591 (914-332-5070). David Zietland

BFC Software, Inc., 799 Roosevelt Rd., Bldg. 6, Suite 108, Glen Ellyn, IL 60137 (312-790-8383). Lyle Castle

Bits and Bytes, Inc., 1650 Oakland Blvd. #105, Walnut Creek, CA 94596 (415-945-0987). Wilma Ram

BMDP Statistical Software, Inc., 1440 Sepulveda Blvd., Suite 316, Los Angeles, CA 90025 (213-479-7799). Eric Wiltshire

Breakthrough Productions, 10659 Caminito Cascara, San Diego, CA 92108 (619-281-6174). Marla Robinson

Bretton-Clark, 516 Fifth Ave., Suite 507, New York, NY 10036 (212-575-1568 or 201-766-6081). Steve Herman

Bricker-Evans, 2350 Mission College Blvd., Suite 450, Santa Clara, CA 95054 (408-970-0362). Mark Evans

Brightbill-Roberts & Co., 120 E. Washington St., Suite 421, Syracuse, NY 13202 (315-474-3400 or 800-444-3490). Stephanie Hubbard

Britz Publ. Co., P.O. Box 1156, Madison, MS 39130 (601-853-1394).

Brock Control Systems, Inc., 2859 Paces Ferry Rd., Suite 100, Atlanta, GA 30339 (404-431-1200 or 800-221-0775). Stephanie Zehna

Broderbund Software, Inc., 17 Paul Dr., San Rafael, CA 94903-2101 (800-521-6263). Customer Service

Business Forecast Systems, 68 Leonard St., Belmont, MA 02178 (617-484-5050). Sales Dept.

Business Research & Surveys, 50 Greenwood Ave., West Orange, NJ 07052 (201-731-7800). Jill Herman

C&H Enterprises, 19818 Ventura Blvd., Suite 343, Woodland Hills, CA 91634 (818-703-8944). Sales Dept.

CACI, 3040 Williams Dr., Fairfax, VA 22031 (703-698-4641).

Caddylak Systems, Inc., 131 Heartland Blvd., Brentwood, NY 11717 (800-523-8060). Customer Service

Campbell Services, 21700 Northwestern Hway., Suite 1070, Southfield, MI 48075 (313-559-5955).

CATT Systems, 7929 Liberty Rd., Baltimore, MD 21207 (301-655-8858). Al Ruppel, Sheldon Schwartz

CGA, Inc. Marketing Management Group, 140 Main St., Los Altos, CA 94022 (415-948-1300). Phil Graves

Champaigne Systems, Inc., 1140 W. Washington Blvd., Suite 200, Oak Park, IL 60301 (312-386-0062). David Kesler

Chang Laboratories, 3350 Scott Blvd., Santa Clara, CA 95054 (408-727-8096). Gary Chappell

Chronos Software, Inc., 555 De Haro St., Suite 240, San Francisco, CA 94107 (800-777-7907). Terry Peckham

CISIA, c/o Elizabeth Berry, 100 Bank St., 3H, New York, NY 10014 (212-691-7543). Elizabeth Berry

Claritas Corp., 201 Union St., Suite 200, Alexandria, VA 22314 (703-683-8300).

CME Assoc., 3619-C Midway Dr., Suite 325, San Diego, CA 92110 (619-223-2997). Howard Groveman

Coker Electronics, 1430 Lexington Ave., San Mateo, CA 94402 (415-573-5515). Mark Coker

Commercial Data Systems Corp., 1000 South Pioneer Dr., Atlanta, GA 30082 (404-799-1000). Kerrie Tucker

Commercial Micro, Inc., P.O. Box 1998 Rosewell, GA 30077-1998 (404-992-2701). Judy Bryant

CompuDoc, Inc., 1090 King George Post Rd., Suite 808, Edison, NJ 08837 (201-417-1799). Robert Smnott

Computer Aided Management, Inc., 1318 Redwood Way, Suite 210, Petaluma, CA 94954 (707-795-4100 or 800-635-5621). Sales Dept.

Computer Innovations, 11 E. Adams, Suite 900, Chicago, IL 60603 (312-663-5930). Jean Franz

Computer Masters, 6505 S. Sepulveda Blvd., Los Angeles, CA 90045 (800-MASTER-1). Bob Seaman

Computer Solutions & Development, Inc., 4550 Montgomery Ave., Suite 850 North, Bethesda, MD 20814 (301-951-5505). Charlie Morenus

Computer Strategies, Inc., P.O. Box 88039, Atlanta, GA 30338 (800-225-7072). Joan

Computer Technology Consultants Inc., 2845 Eastern Blvd., York, PA 17402 (800-832-ASIS). Jeanne Gleeson

Computerease Software, Inc., 654 Metacom Ave., Warren, RI 02885 (401-245-1523 or 800-221-6841). Carol Berg

Computers for Marketing Corp., 547 Howard St., San Francisco, CA 94105 (415-777-0470). Josephine McIver

Concurrent Marketing Systems, Inc., 4807 Bethesda Ave., Suite 216, Bethesda, MD 20814 (301-657-0199).

Contact Software Int'l., 9208 W. Royal Lane, Irving, TX 75063 (214-929-4749 or 800-627-3958). Sales Dept.

Convention Central, Inc., P.O. Box 8837, Honolulu, HI 96830-0837 (808-737-2001). Robert Ahlstrom

Courseware, Inc., 10075 Carroll Canyon Rd., San Diego, CA 92131 (619-578-1700). Nanci Dalzell

CP Software, 1501 Adams Ave., Milpitas, CA 95035 (408-262-5185). Dan Cordoba

CR Complete Business Systems, Inc., 18141 Beach Blvd., Suite 385, Huntington Beach, CA 92648 (714-841-5868 or 800-266-5868). Bob Drohan

Creative Research Systems, 15 Lone Oak Center, Petaluma, CA 94952 (707-765-1001). Lisa Bacon

Cricket Software, 45 Valley Stream Pkway., Malvern, PA 19355 (215-251-9890).

Cross Information Co., 1881 9th St., Suite 311, Boulder, CO 80302 (303-444-7799). Mike Brough

Crunch Software Corp., 5335 College Ave., Suite 27, Oakland, CA 94610 (415-420-8660).

Custom Databanks, 127 E. 59th St., New York, NY 10022 (212-888-1650). Sales Dept.

DAC Software, 17950 Preston Rd., Dallas, TX 75252 (214-248-0205). Sales Dept.

Danart Corp., P.O. Box 267, San Rafael, CA 94915 (415-454-9100 or 800-635-7272). Sales Dept.

Data Resources, 24 Hartwell Ave., Lexington, MA 02173 (800-541-9914). Gene Guill.

DATAMAP, Inc., 6436 City W. Pkway., Suite 105, Eden Prairie, MN 55344 (612-941-0900 or 800-533-7742). Grant I. Warfield.

Datamatics Management Services, Inc., 330 New Brunswick Ave., Fords, NJ 08863 (201-738-9600).

Datanetics, 114 N. Beatty St., Pittsburgh, PA 15206-3002 (412-363-DATA). Jerry Lisovich.

DayFlo Software, 18013 Sky Park Circle, Suite E, Irvine, CA 92714 (714-474-2901 or 800-367-5369). Sales Dept.

Derby Micro-Computer Services, P.O. Box 220566, Charlotte, NC 28222 (704-536-7721). Mike Derby.

Detail Technologies, Inc., 29 Emmons Dr., Building A-2, Princeton, NJ 08540 (609-452-8228). Ron Vangi.

Diamante Software, 11651 Plano Rd., Suite 160, Dallas, TX 75243 (214-556-0923 or 800-223-2165). Chris Dikmen.

Digisoft Computers, Inc., 245 E. 92nd St., New York, NY 10128 (212-289-0991). Sales Dept.

Digital Marketing Corp., P.O. Box 2010, Walnut Creek, CA 94595 (415-947-1000). Bob Baker.

Dilg Publ., 1200 Corland Rd. East, Suite 303, Arlington, TX 76011 (817-338-9181). Bob Dilg.

Donnelly Marketing Information Services/Dun's Marketing Services, 70 Seaview Ave., P.O. Box 10250, Stamford, CT 06904 (203-353-7208). Jeff Knebel.

Dun's Marketing Services, 3 Sylvan Way, Parsippany, NJ 07054 (201-605-6000). John Bagnasco.

Dynacomp., Inc., P.O. Box 18129, Rochester, NY 14618 (716-671-6160). Fred Ruckdeschel.

Dynamic Software Systems, 1900 L St. NW, Suite 500, Washington, DC 20036 (202-857-0181). Donna M. Gruntz.

ECF System Development, 31955 10th Ave., South Laguna, CA 92677 (714-499-5135). Ed Fredian.

EIGHTY/20 Software, P.O. Box 682, Hutchinson, MN 55350 (800-635-8020). Sales Dept.

EMIS Software, Inc., 901 NE Loop 410, Suite 526, San Antonio, TX 78209 (512-822-8499 or 800-822-3647). Mike Horridge.

Enter Active Services, 8 Mitman Lane, Perkosie, PA 18944 (215-657-1515). Joel Feingold.

Envoy Systems Corp., 1432 Main St., Waltham, MA 02154 (617-890-1444). Lynne Anderson Daly.

Esprit Software Technology, P.O. Box 726, Hollis, NH 03049 (603-465-3378). Sales Dept.

ETS Center, 849 Seven Gables Circle SE, Palm Bay, FL 32909 (800-833-4777). Dora Rexrode, L.O. Rexrode.

ETS Systems, Inc., 1048 Ridgewood Dr., Highland Park, IL 60035 (312-433-1188). ▶

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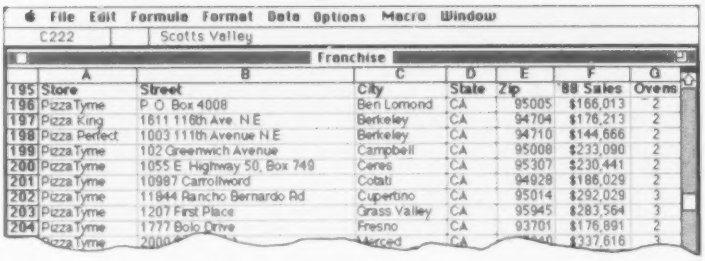

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196	PizzaTyme	P.O. Box 4008	Ben Lomond	CA	95005	$166,013	2
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199	PizzaTyme	102 Greenwich Avenue	Campbell	CA	95008	$233,090	2
200	PizzaTyme	1055 E. Highway 50, Box 749	Ceres	CA	95307	$230,441	2
201	PizzaTyme	10987 Carrollwood	Cotati	CA	94928	$186,029	2
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Exceiver Corp., 14688 County Rd. 79, Elk River, MN 55330 (612-441-8166). Randy Thomas

Execucom Systems Corp., 9442 Capital of Texas Hway. North, Austin, TX 78759 (512-346-4980 or 800-456-2222). Heidi Thomas

Experience in Software, 2039 Shattuck Ave., Berkeley, CA 94704 (415-644-0694 or 800-678-7008). Sales Dept.

Expert Technologies Corp., 3618 Burlington, Houston, TX 77006 (713-526-0909 or 800-327-8752). Kate McCusker

1st Desk Systems, Inc., 7 Industrial Park Rd., Medway, MA 02053 (508-533-2203 or 800-522-2286). Ned Hinds

First Phase, Inc., P.O. Box 4504, Greensboro, NC 27404 (919-855-8858). Pat Maggerd

Fleet Technologies, Inc., 50 Scott Adam Rd., Suite 201, Hunt Valley, MD 21030 (301-683-0166). Amy Koren

Frame Technology, 1010 Rincon Circle, San Jose, CA 95131 (408-433-3311 or 800-U4-FRAME). Steve Klann

France Int'l., Ltd., 11767 Bonita Ave., Owings Mills, MD 21117 (301-581-4117). Ralph France

Free World Marketing, 444 N. Newport Blvd., Newport Beach, CA 92663 (714-722-6414 or 800-642-4844). David Raney

G.G. Tauber Company, Inc., 4940 Wyaconda Rd., Rockville, MD 20852 (301-881-3567 or 800-638-6667). Deborah Paris

G. Temple Assoc., Ltd., 27777 Franklin Rd., Suite 700, Southfield, MI 48034 (313-353-9750). Duane Temple

Galacticomm, Inc., 4101 Southwest 47th Ave., Fort Lauderdale, FL 33314 (305-583-5990). Dave Ellich

Gateway Systems Corp., 2400 Science Pkway., Okemos, MI 48864 (517-349-7740). Charles Warzecha

General Parametrics, 1250 Ninth St., Berkeley, CA 94710 (415-524-3950 or 800-223-0999). Sales Dept., Bertina Tribuzi

Generation Four, Inc., 3232 San Mateo NE, Suite 199, Alburquerque, NM 87110 (505-294-3210). John Zoltai

Geographic Data Technology, 13 Dartmouth College Hway., Lyme, NH 03768 (603-795-2183). Account Executives

Geosoft Corp., 38 Park St., Vernon, CT 06066 (203-875-7782). Bruce Johnson

GEOVISION, Inc., 270 Scientific Dr., Norcross, GA 30092 (404-448-8224). K.S. Shain

GoldData Computer Services, 2 Bryn Mawr Ave., Suite 200, Bryn Mawr, PA 19010 (215-525-1036 or 800-432-3267).

GPS CUSTOM Software Company, 2700 NE Loop 410, Suite 440, San Antonio, TX 78217 (512-344-5511). Sales Dept.

Green Light Software, 79 W. Monroe, Suite 1320, Chicago, IL 60603-4969 (312-782-6496). Daniel Kegan

Group 1 Software, 6404 Ivy Lane, Suite 500, Greenbelt, MD 20770-1400 (301-982-2000 or 800-368-5806). Leslie Vogel

h&D Leasing, 3012 Wallace St., Clovis, NM 88101 (505-762-3324).

Harris Publishing, 2057 Aurora Rd., Twinsburg, OH 44087 (800-888-5900).

Hawthorne Software, P.O. Box 35, Hawthorne, NJ 07507 (201-304-0014).

High Caliber Systems, 165 Madison Ave., New York, NY 10016 (212-684-5553). Al Schwendtner

Hill St[illegible] Publ., P.O. Box 616, Champaign, IL 61824-0616 (217-352-0003). Mary Auth

HMS Computer Co., 2401 Pilot Knob Rd., Suite 108, Mendota Heights, MN 55120 (612-452-5928). Bob Nobel

Holmes, Inc., 3518 SE 21st St., Topeka, KS 66605 (913-232-8222). Jim Springer, Jr.

Hugh Carver Group, Inc., 7 Deerport Dr., Suite E, Monmouth Junction, NJ 08852 (201-274-3400). Todd C. Scofield

HyperGraphics Training Systems, 308 North Carroll Blvd., Denton, TX 76201 (817-565-0004 or 800-438-6537).

IDSC Rental Co., Inc., 350 Harvey Rd., Manchester, NH 03103 (603-645-6677 or 800-443-IDSC). Edward Lucia

Informatics Group, Inc., 80 Shield St., West Hartford, CT 06110 (203-953-7407). Michael Ganci

Information Dimensions, Inc., 655 Metro Place South, Dublin, OH 43017 (312-977-0077 or 800-328-2648). Dawn Haskins

Information Managers, 777 S. Wadsworth Blvd., Irongate Bldg. 4, Suite 118, Lakewood, CO 80226 (303-987-8511). David Linke

Information Research Corp., 414 E. Marketsville, Charlottesville, VA 22901 (804-979-8191 or 800-363-3542).

Information Resources, Inc., 150 N. Clinton St., Chicago, IL 60606 (312-726-1221). Beth Christopher

Information Resources, Inc., Javelin Products Group, 200 Fifth Ave., Waltham, MA 02154 (617-890-1100 or 800-JAVELIN). Chris Stockton

Information Science Assoc., 676 N. St. Claire, Suite 1880, Chicago, IL 60611 (312-787-2723). Lori Torman

Informix Software, Inc., 16011 College Blvd., Lenexa, KS 66219 (913-599-7100 or 800-438-7627).

The InMar Group, 4241 Woodcock Dr., Suite A125, San Antonio, TX 78228 (512-733-8999). Keith Horne

Innovative microSystems, Inc., 790 Holiday Dr., Pittsburgh, PA 15220 (412-922-4999). Kathy K. Shoop

Inquiry Intelligence Systems, 12842 Pennridge Dr., Bridgeton, MO 63044 (312-984-1045 or 314-298-0599). Mike Moss

Inquiry Plus, 814 Eagle Dr., Bensenville, IL 60106 (312-595-5059). Ken Corradini

InstaPlan Group, 655 Redwood Hway., Suite 311, Mill Valley, CA 94941 (415-389-1414 or 800-852-7526). Sales Dept.

The Integrator, 8513 Bardmoor Pl., Largo, FL 34647 (813-393-5310).

The Intelligent Technology Group, Inc., 115 Evergreen Heights Dr., Pittsburgh, PA 15229 (412-931-7600). Sales & Marketing Dept.

Inter Active Micro, Inc., P.O. Box 478, Bradford, NH 03221 (603-938-2127). Howard Brooks

Interactive Market Systems, 55 Fifth Ave., New York, NY 10003 (212-924-0200).

Interactive Systems, Inc., 600 Suffolk St., Lowell, MA 01854 (508-937-8500 or 800-347-3001). Maria Carvalho

International Conference Management, 7152 SW 47th St., Miami, FL 33155 (305-661-5115 or 800-327-8338). Steve Adler

International Software Technology, Inc., 1112 7th Ave., Monroe, WI 53566 (800-356-0022). John Ditter

JEB Systems, Inc., 32 Daniel Webster Hway., Suite 23, Merrimack, NH 03054 (800-821-1006). Donna Brock

JKL Marketing, 13990 Olive Street Rd., Suite 204, Chesterfield, MO 63017 (314-434-3514). Cliff Langston

John Deighton, 2103 Marston Lane, Flossmor, IL 60422 (312-798-8993). John Deighton

John M. Roche & Assoc., 205 Nelson Rd., Scarsdale, NY 10589 (914-472-5497). John Roche.

Julian Systems, Inc., 2280 Bates Ave., Suite J, Concord, CA 94520 (415-686-4400).

KD Systems, 160 Hampton Rd., Sharon, MA 02067 (617-784-4390). Norm Kelson

Key Systems, Inc., 512 Executive Park, Louisville, KY 40207 (502-897-3332). Sue Wise

Laptop Express, 1424 Larimer Sq., Suite 208, Denver, CO 80202 (303-595-9800). Robert Hamilton

Lawco Ltd., P.O. Box 2009, Mantica, CA 95336 (209-239-6006).

Leadership Development, Inc., P.O. Box 2457, Truckee, CA 95734 (916-587-6322 or 800-447-7775). Bob Toliver

LEADtrack Services, 595 Colonial Park Dr., Roswell, GA 30075 (404-587-0412 or 800-992-0412). Michael Stack

Lincoln Systems Corp., P.O. Box 391, Westford, MA 01886 (508-692-3910). Mike Harde

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are. What makes a company grow is improving the products and services, and using good advertising, direct mail, public relations, and promotions, as well as being a better sales manager regarding recruitment, training, compensation, quota-setting, field reporting, performance reviews, etc."

WHAT IF?

Regardless of their personal opinions, what did panelists think would happen if they were to dramatically increase their sales forces?

"We tried it," announces S. Todd Spare. "The result was we overspent for people and facilities, and when the market did not grow as expected, we lost millions."

"We'd be ruined," says Kenneth H. Hayes, general manager of Biggam Enterprises in California. "At this company, our cash flow would shrivel just trying to get the support people and everything in place before all those salespeople came on board—and yet you wouldn't be able to attract good salespeople without it."

"If I doubled my sales staff based on minimal annual growth, the morale would drop to an all-time low," states Roy Daugherty, vice president of Complete Protection Alarms in Michigan. "If 'inducing sales force heroics' means threatening my sales staff, I'm sure I can find other motivating means."

"The idea would be taken favorably at first, but only in anticipation of boosting sales," explains Dale Chodorow. "Ideas are always less expensive than their implementation. We could possibly add a few more people, but unless you're storming a competitive citadel, you get more results from a well-trained cadre than you would from an undisciplined army."

Pasquale P. Fucale, account manager of Symbol Technologies in New York, states, "Even with minimal market growth, I don't see a reason for increasing a sales force to deal with almost the same volume. If we followed Peters's recommendation, we would end up with too much dead wood."

"In our case," explains Kenneth Hayes, "the return on investment on a salesperson is six months to a year. It would be way too costly to double or triple their numbers."

"We were faced with this choice," Doc Porter explains, "but we did the opposite of what Peters suggested. We widened the territorial responsibility of each rep in an effort to build a salesperson's volume, earnings, and dignity."

Despite the majority of panelists who were against doubling or tripling their sales forces, those who did agree with Peters, like Thomas E. Glickman, director of sales and marketing at Diamedix Corp., in Florida, did so heartily: "In any marketplace that requires face-to-face presentations in order to close a sale, the greater number of sales reps we have translates into more face-to-face situations, and thus a greater chance for the sale. It's really a simple equation."

"Actually, our people would probably feel a bit relieved if we brought in more salespeople," says Brad Poulos. "It would be easier and more effective to cover a smaller territory, providing — and ths is a big if — that the compensation remained equitable."

"We *have* doubled our sales force in the past year," says national sales manager Gordon Hansen of Monarch Tile Manufacturing in Tennessee. "And we are experiencing greater market share in areas previously believed to be 'dead.' "

"If nothing else," points out Peter W. Fox, sales manager of TEDCO in Indiana, "this should force a company to gain much more depth and broaden itself—maybe making money the good old-fashioned way: selling!" □

Software Vendor Index

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Vocam Systems, 10800 Lyndale Ave. South, Bloomington, MN 55420 (612-888-4890).

Vortex Technologies, Inc., 11103 San Pedro, San Antonio, TX 78216 (512-344-5511).

Walonick Assoc., 6500 Nicollet Ave. South, Minneapolis, MN 55423 (612-866-9022). Leon Storm.

White Crane Systems, 6400 Atlantic Blvd., Suite 180, Norcross, GA 30071 (404-446-0660). Technical or Customer Support.

WordPerfect Corp., 1555 N. Technology Way, Orem, UT 84057 (801-225-5000). Information Services Dept.

Working Computer, P.O. Box 87, San Louis Rey, CA 92068 (619-721-0501). Lisa Waggoner.

World Research Systems, Ltd., P.O. Box 11099, Chicago, IL 60611 (312-527-1006).

Xerox Desktop Software, 9745 Business Park Ave., San Diego, CA 92131 (800-822-8221).

XYCAD Group, 1577 St. Clair Ave., Cleveland, OH 44114 (216-589-5788 or 800-428-8457, in Canada: 800-661-1461). Terry Stiglic, Bill Zimmerman.

Zenographics, 19712 MacArthur Blvd., Suite 100, Irvine, CA 92715-9976 (714-851-6352). Sales Office.

Z-Soft, 450 Franklin Rd., Suite 100, Marrietta, GA 30067 (404-428-0008).

Zone1, Inc., 382 Nalley Dr., Suite 101, Stone Mountain, GA 30087 (404-381-8659).

ZS Assoc., 1600 Sherman Ave., Evanston, IL 60201 (312-492-3600). Annette Simon. □

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